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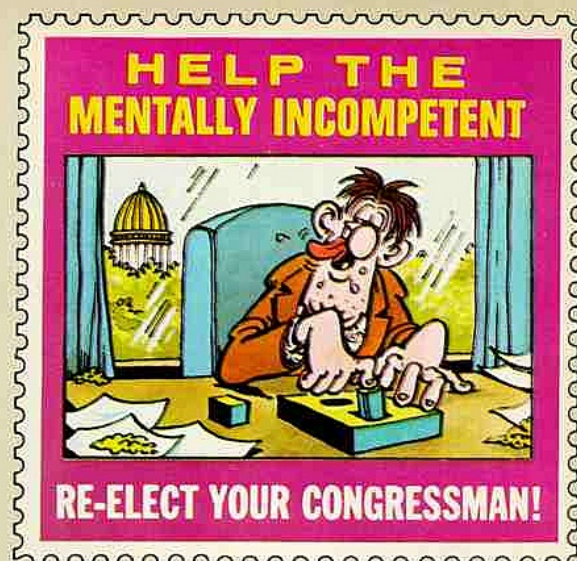
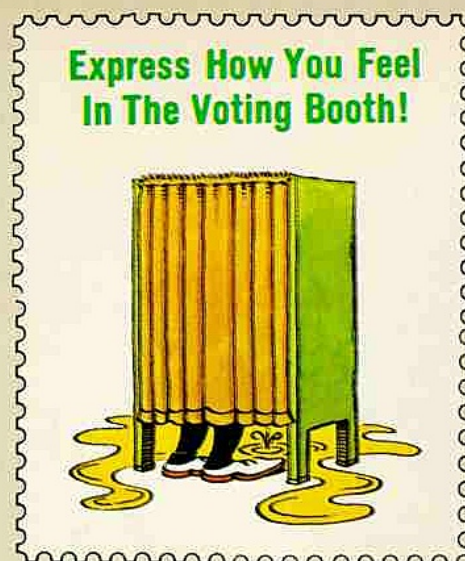


JACK  
RICKARD

**SPECIAL  
IN THIS  
ISSUE...**

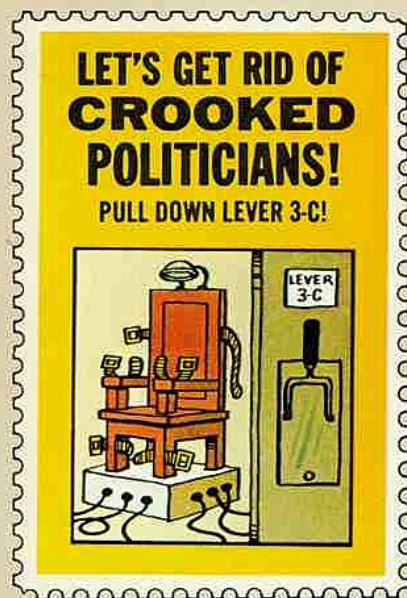
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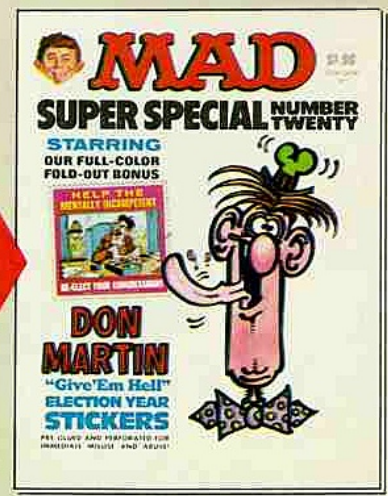
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# MAD

"Neither a borrower, nor a lender be... and the whole country would be out of business!"—Alfred E. Neuman

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**DAVID FRAZIER** subscriptions

**CONTRIBUTING ARTISTS AND WRITERS**

*the usual gang of idiots*

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**MAD**—Oct. 1976, Volume 1, No. 186. Published monthly except February, May, August and November, by E.C. Publications, Inc., 485 MADison Avenue, New York, N.Y. 10022. Second Class Postage paid at New York, N.Y. Subscriptions: in U.S.A., 20 issues \$10.00. Outside U.S.A., 20 issues \$12.50. Allow 10 weeks for change of address to become effective. Entire contents copyright © 1976 by E.C. Publications, Inc. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all **MAD** fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

COVER IV: PHOTOGRAPHY: IRVING SCHILD—WRITER: AL JAFFEE

## VITAL FEATURES

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LAST ISSUE AT THE NEWSSTAND?

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## NONE LEFT!

Yessiree . . . none of these full color  
portraits of Alfred E. Neuman, MAD's  
"What-Me-Worry?" kid—suitable for  
framing, or wrapping fish—left our  
stock room after our last ad. Maybe  
we'll do better with this one! Send  
35¢ for 1, 75¢ for 3, \$1.55 for 9,  
\$3.15 for 27 or \$6.35 for 81 to MAD,  
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## LETTERS DEPT.



### ONE CUCKOO FLEW OVER THE REST

I'm grateful MAD decided to seek  
asylum. "Cuckoo's Nest" was a magnifi-  
cent choice of a movie, as Jack Nichol-  
son's deserved Oscar award indicates. I  
saw it here in Copenhagen, and while at  
school in Zurich. May I say that Mort  
Drucker organized the inmates even bet-  
ter than McGoofy did.

Merete Stensig  
Copenhagen, Denmark

Mort Drucker and Dick De Bartolo  
really committed themselves this time.

Sabina D. Romine  
Grants Pass, Ore.

Drucker and De Bartolo feathered that  
"Cuckoo's Nest"!

Tom Bayone  
Cedartown, Ga.

### MARTIN AT THE WARSAW DIKE

My husband, being Polish, thoroughly  
enjoyed Don Martin's "Late One After-  
noon At The Warsaw Dike." Oddly  
enough, he didn't see anything wrong  
when he first looked at it. I, on the other  
hand, am Bohemian, so I noticed right  
away that the water was on the wrong  
side of the dike.

Vicki Kluska  
Burlington, Iowa

"Late One Afternoon At The Warsaw  
Dike" proves that Don Martin is the best.  
It also proves that he's met my husband!

Edith Kowalski  
Toronto, Ont.  
Canada

In "Warsaw Dike", Don Martin's lit-  
tle guy comes up for air and says "Kopf  
Gahuff Puff Kapf". I wonder if you guys  
realize what *that* means in Polish!?

Sara Jane Rowe  
Arkadelphia, Ark.

By his senseless use of the word  
"Warsaw," Mr. Martin has transformed a  
harmless cartoon into an inherently de-  
meaning ethnic joke.

Earl Divoky  
Arcola, Texas

Poland is nowhere near the sea! Don  
Martin is playing with a stacked dike!

Caren Croland  
Glen Rock, N.J.

I fail to find anything funny about it!  
Irving Stanislawotowsky  
Porterville, Calif.

## LAWSUITS WE'D LIKE TO SEE

Whereas the plaintiffs consist of the  
browsers of fine magazine stands who  
have had to endure a trashy magazine that  
costs 50c and calls itself "cheap" even  
though a daily newspaper can be used to  
swat flies at a fraction of the cost. Now,  
therefore, the plaintiffs accuse said mag-  
azine of newsstand pollution and demand  
that the writers be sentenced to holding  
their fingers in holes on the wrong side of  
the dike that holds back the residue from  
the National Long-Distance Spitting Con-  
test for a period of at least ten years or  
any intervening dry spell.

John Stettler  
Lawrence, Kan.

### MAD'S "NICE" GRAFFITI

"MAD's 'Nice' Graffiti," by Clarke and  
Siegel, was . . . er . . . a welcome change.

Chris Marcheschi  
Muskego, Wis.

### THE CREATURE FROM THE MARGINALS

I'm one who delves into the Marginals,  
before reading the rest of the magazine.  
When I finish them, it's like emerging  
from a very special little world!

Germaine Chomette  
Los Angeles, Calif.

### DISASTER MAGAZINE

The only "Disaster Magazine" I know  
is MAD!

Matthew Meyer  
Fair Haven, N.J.

"Disaster Magazine" is as funny as a  
rubber fire escape!

Dominick Piturro  
Bronx, N.Y.

. . . as funny as an usher in the Black  
Hole of Calcutta!

Dennis Burke  
Norristown, Pa.

Paul Peter Porges and Jack Davis are  
MAD's excellent Grin Reapers!  
Cole Steiness  
Marina Del Rey, Calif.



Paul Peter Porges's Idea  
of a Real Disaster!



## BIG CITY PARKING PROBLEMS

This letter is to congratulate Al Jaffee on "MAD Solutions To Big City Parking Problems." With the possible exception of the helicopter bit, these are the most practical problem solvers since your idea of parking empty dump trucks, side by side, throughout the city during a snowstorm. The snow stops, the trucks drive away, clean streets the result. Seriously, Jaffee's parking gimmicks sound as though they might work.

Arthur Berman  
Rego Park, N.Y.

On Jaffee's Ferris Wheel Concept, how do the cars get turned around in their parking space? You show the car headed in and then on the exit it is headed out. Also, the Lazy Susan Facility shows cars nosed in to park but nosed out to exit. It's MADdening!

Royden G. Anderson  
Palmer, Mich.

Al Jaffee can't back out of that one!—Ed.

Thanks to Al Jaffee's "Parking Problems," I solved my own. The only trouble is keeping the car from sliding off my roof.

Mark Berg  
San Antonio, Texas

## ALFRED TREE-PLANTING COVER

I've always been intrigued by the work of Bob Jones, ever since I read of his humanizing animals, such as the Exxon tiger, in a book called "The Art Of Humorous Illustration." Hope Alfred doesn't get trampled in that dog dash.

Kathy Quail  
Waretown, N.J.

Hope the rest of the gang let that desperately "dancing" Dalmatian go first!

Vicki Herrick  
Glenview, Ill.

I'll bet Bob Jones is for the underdog!  
Greg Fawcett  
Medina, Ohio

## TWO FINGER EXERCISE MINI-POSTER

Your Mini-Poster, "Let Your Fingers Do The Walk-(expletives)," was a real glitch.

Bonnie Levy  
Washington Township, N.J.

Concerning your Mini-Poster on the back of July's issue, whatever happened to "link sausage"?

Holly Weissel  
San Mateo, Calif.

"Fingers" changed my mind about thumbing through MAD!

Roscoe Bunce  
Valley Stream, N.Y.

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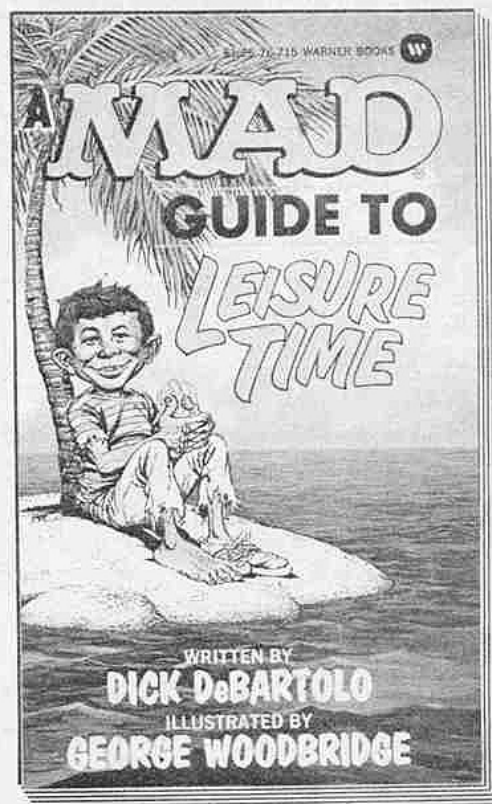
# IF YOU'VE GOT THE TIME TO READ THIS AD, YOU'VE GOT LEISURE TIME!

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...SHOWS YOU HOW  
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MORE MINDLESSLY:

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☐ A MAD GUIDE TO  
LEISURE TIME

ALSO PLEASE SEND ME THE  
BOOKS I HAVE CHECKED BELOW:

- ☐ The Bedside MAD
- ☐ Son of MAD
- ☐ The Organization MAD
- ☐ Like MAD
- ☐ The Ides of MAD
- ☐ Fighting MAD
- ☐ The MAD Frontier
- ☐ MAD in Orbit
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- ☐ DON MARTIN Cooks
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- ☐ AL JAFFEE's MAD Book of Magic
- ☐ More AL JAFFEE Snappy Answers
- ☐ AL JAFFEE's MAD Monstrosities
- ☐ Still More JAFFEE Snappy Answers
- ☐ Aragon's "Viva MAD"
- ☐ Aragon's MAD about MAD
- ☐ Aragon's MAD-ly Yours
- ☐ Aragon's In MAD We Trust
- ☐ Aragon's MAD as the Devil
- ☐ MAD for Better or Verse
- ☐ Sing Along With MAD
- ☐ MAD About Sports
- ☐ MAD's Talking Stamps
- ☐ MAD Word Power
- ☐ The MAD Jumble Book
- ☐ Politically MAD
- ☐ MAD Cradle to Grave Primer
- ☐ The MAD Book of Revenge
- ☐ MAD's Turned-On Zoo
- ☐ Clods' Letters To MAD

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TV being the ridiculous industry it is, no one should be surprised that the hottest show around is one that folded eight years ago. We mean, of course, "Star Trek," which is being kept alive by tens of thousands of dedicated, fanatic "Trekkies." Considering "Star Trek's" popularity, it's only a matter of time before someone turns it into a Broadway Musical. So, before that happens, we'll do it first, with

# KEEP THE MAD "S

*\*Isn't it strange?  
After eight years—  
Him playing Captain again—  
Me with my ears!  
Send in the crew!*

Look at me now—  
At my old post—  
Happy that I can forget  
"Barbary Coast!"  
Where is my crew?  
Send in my crew!

See our old ship—  
Down from the sky!  
None of the engines  
Are working,  
And neither am I!

Once I was saving  
Their lives with  
My medical skill!  
Where am I now?  
Over the hill!

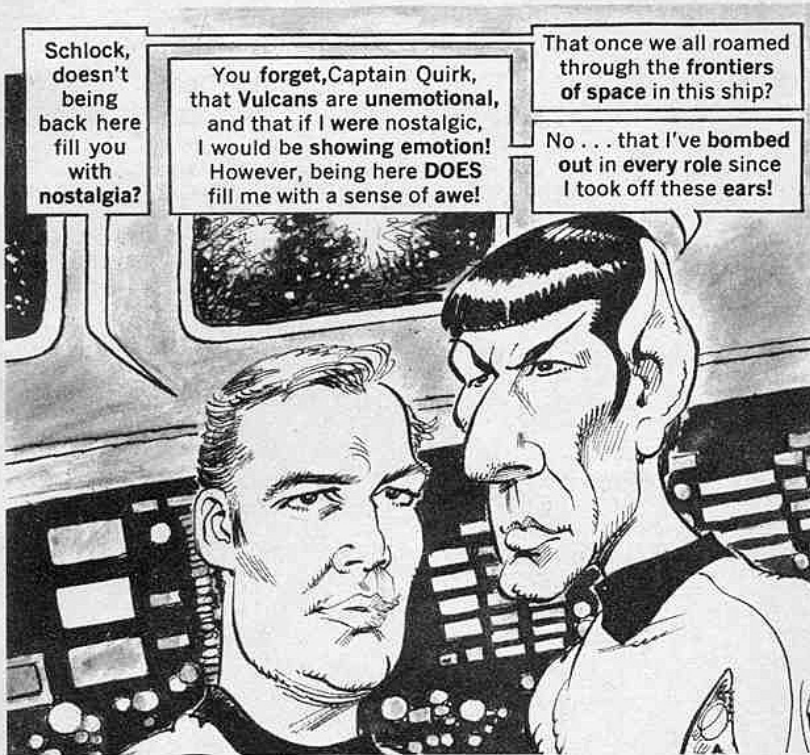
How have we done?  
Not well, we fear—  
Typecast as spacemen,  
Which means...  
We've no career!  
So send in the crew!  
This old, washed-up crew!  
We're better off here!



\* Sung to the tune of "Send In The Clowns"



# ON TREKIN' "TAR TREK" MUSICAL



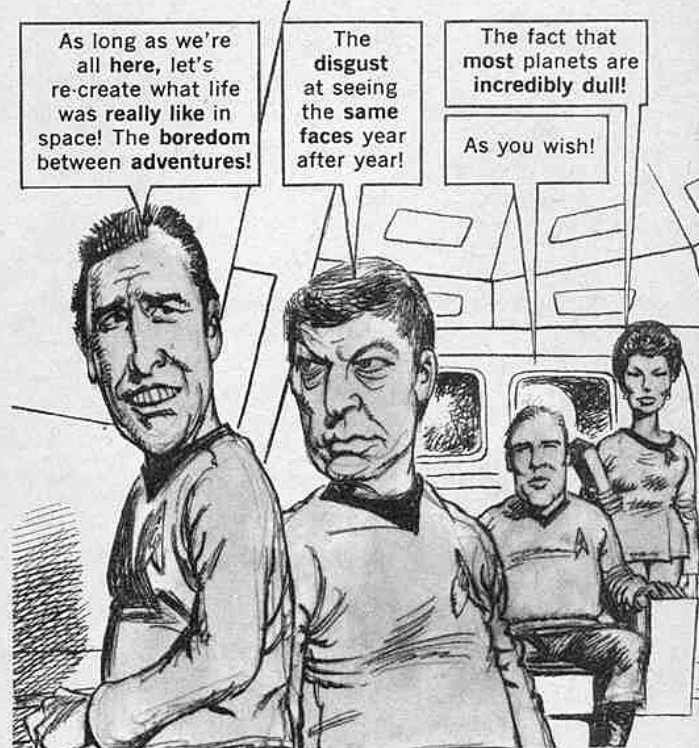
Schlock, doesn't being back here fill you with nostalgia?

You forget, Captain Quirk, that Vulcans are unemotional, and that if I were nostalgic, I would be showing emotion! However, being here DOES fill me with a sense of awe!

That once we all roamed through the frontiers of space in this ship?

No . . . that I've bombed out in every role since I took off these ears!

ARTIST: MORT DRUCKER



As long as we're all here, let's re-create what life was really like in space! The boredom between adventures!

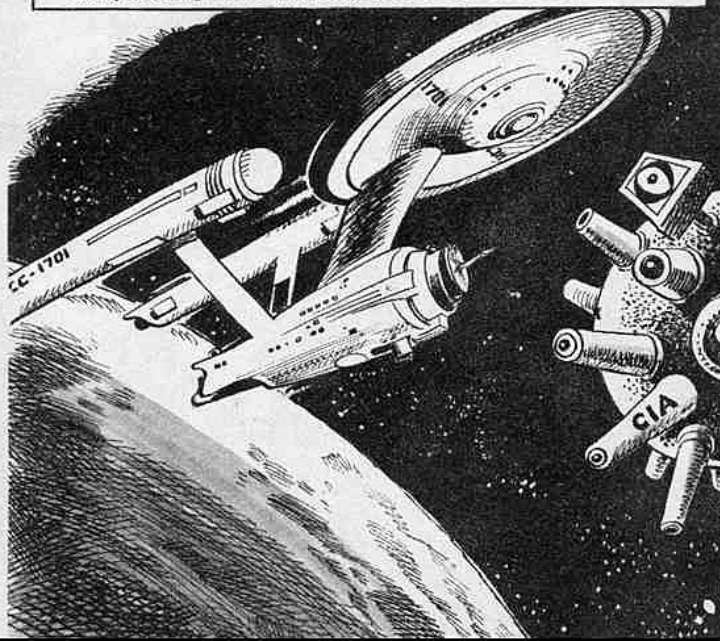
The disgust at seeing the same faces year after year!

The fact that most planets are incredibly dull!

As you wish!

WRITER: FRANK JACOBS

Captain's Log—Stardate 23-45-6-hike! We are cruising through space with a supply of tax forms for an Accountant on Starbase Omega! This may not seem exciting to YOU, but it was either that, or carry 75 Orthodontists to a Convention on Antares!



Look sharp, Mr. Sumu! Level off at Warp Five . . . and keep a steady course!

Listen to the way he orders us around! He's POWER-MAD!

And keep an eye out for the Great White Whale!

Not to mention CRAZY!

Let's face it! Space is a DRAG . . .











Minor actors that you bring on  
Perish when they meet a Klingon!  
One-time players not seen later  
Vanish in a planet's crater!  
Those of us who try to aid them  
Fail because the script has made them  
Dis-pens-i-ble!  
DIS-PENS-I-BLE!

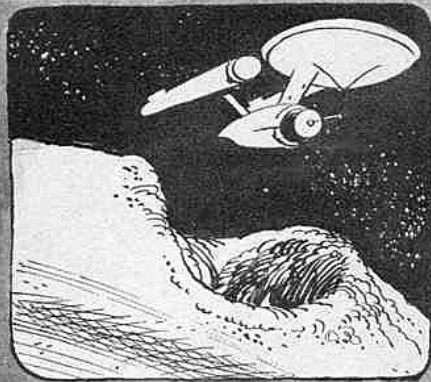
**CAPTAIN!!**  
The ship  
can't TAKE  
any more!

You mean... the  
**SUPERSTRUCTURE**  
can't stand our  
incredible speed?!

No... the **CREW**  
can't stand your  
terrible singing!  
We're close to  
a **MUTINY!!**

Dr. McCoy,  
I think  
I've got a  
ruptured  
appendix!

Take it our **your-**  
self! I'm just not  
interested in trite,  
hackneyed Earth  
ailments any more!



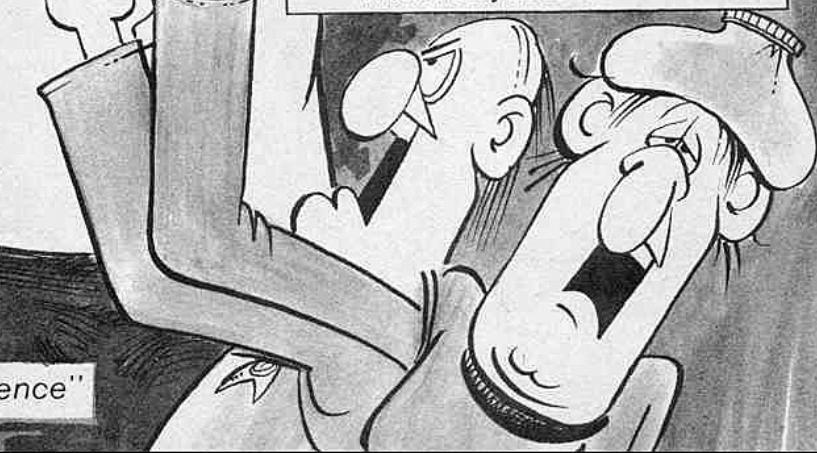
\*I'm a doctor out in space,  
And, like, I really groove this place,  
Because of all the rare dis-ease-es—  
Not like your silly coughs or sneezes!  
Treating ail-ments that no man be-fore has seen  
Is real keen—  
They are my kinds...of sick-ness!

Observe that crewman rub his leg;  
Last week he got the Neptune Plague;  
Today his joints are blue and yel-low—  
In seven days he'll turn to Jel-lo—  
And that last re-main-ing blob I'll an-a-lyze  
When he dies—  
This is my kind...of sick-ness!



While beaming up from Gamma II,  
I thought this man had caught the flu;  
But then his mouth was growing fangs there—  
And now from ceilings he just hangs there—  
As I sit and list-en to his last re-quests,  
I'll run tests—  
This is my kind... of sick-ness!

Oh, what a joy it is to see  
Each brand-new unknown mal-a-dy—  
These men are pleading, "Won't you cure us  
"From what we picked up on Arc-tur-us?"  
And with ev-ry dy-ing gurg-gle in their throats,  
I'll make notes—  
These are my kinds...of sick-ness!



\*Sung to the tune of "The Sound Of Silence"



There's only **ONE THING** I love better than a space disease, and that's baiting Mr. Schlock!

Hey, Schlock! Why does a Vulcan have pointed ears?

I . . . I don't know! Why . . . ?

So he can count to twelve!

**ANOTHER "Vulcan Joke"!**  
How long must I put up with this mockery?! If only these clods knew how a Vulcan really feels!

*\*It's having pointed ears and hearing crewmen telling Vulcan jokes on ship;  
And it's always playing straight-man to McGoy, who thinks I'm something of a freak;  
And it's chatting with computers and discovering I bore them and they're only chatting back just to be kind;  
And it's reaching the conclusion that I'm looked on as a weirdo and a Vulcan's life is nothing but a grind!*



*It's having blood that's green and with your stomach situated 'bove your heart;  
And it's knowing how to paralyze a Romulon by fingering his neck;  
And it's working here with Quirk and all his Earthlings who compared to me are morons of the least developed kind;  
And it's reaching the conclusion that they've cast me as a "token" and a Vulcan's life is nothing but a grind!*

*It's mastering telepathy and knowing what the other crewmen think;  
And finding out there's nothing on their minds but sex and making out in space;  
And it's having no emotions so I really have no inkling of what "making out" means to the human mind;  
And it's reaching the conclusion that I must be missing something and a Vulcan's life is nothing but a grind!*



*\*Sung to the tune of "Gentle On My Mind"*

Sir, I'm picking up faint signals from Planet Pinkus!

Any life forms there, Mr. Schlock?

The computer print-out indicates a rapidly-increasing population existing in a polluted environment in which people settle differences through war—crime—and violence!

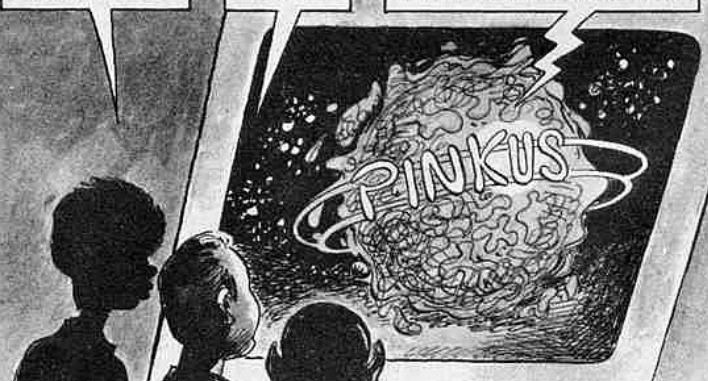
You idiot! You're reading the print-out for Planet EARTH!!



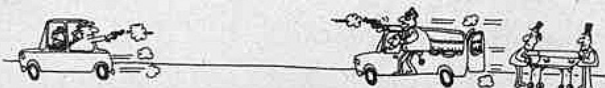
I'm getting **SINGING COMMERCIALS** from three different Pinkus Tourist Bureaus . . . !

Quick! Switch on the **Deep-Scanning Video Screen!**

*\*What good is sitting Up there in your ship When you could be Our guest?  
Beam down to Pinkus West, My friends!  
Beam down to Pinkus West!*



*\*Sung (briefly) to the tune of "Cabaret"*

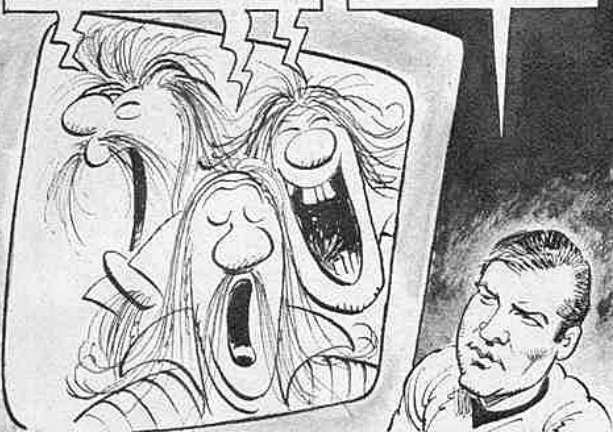




You'll want to stay in  
Our fancy resorts;  
You'll say our food's  
The best!  
Beam down to Pinkus West,  
My friends!  
Beam down to Pinkus West!

Come bring your cash  
For souvenirs!  
Come bring your...

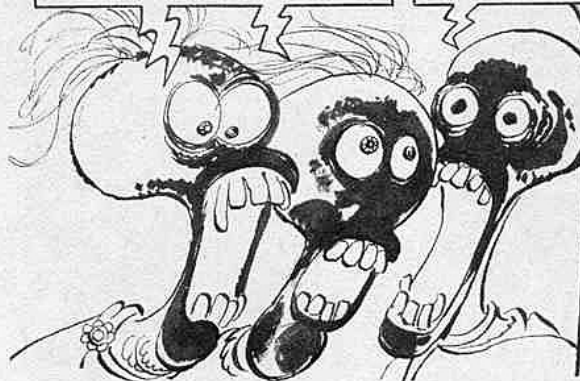
Yecch! They're  
terrible! Let's hear  
the second group...



\*Pinkus East—  
That's where budget-conscious  
Spacemen feast—  
Where you get the most and  
Spend the least—  
So beam on down  
To Pinkus East!

If you wait,  
You may miss our low Off-  
Season rate—  
It's a bargain at  
\$9.98—  
So beam on down  
To...

They're  
even  
worse!  
Switch  
on the  
third  
group!



\*Sung (briefly) to the tune of "Yesterday"



\*How many spots out in space have hotels  
That are on the Am-er-i-can Plan?  
Yes, how many spots have a bi-nar-y sun  
Where a guy gets a two-sided tan?  
Yes, how many spots can you name with great broads  
That go wild for a pointed-ear man?  
The answer, my friends, is here on Pinkus South!  
The answer is here in Pinkus South!

Well, Mr. Schlock...?

I don't know  
about YOU,  
Captain, but  
I'm beaming  
down to  
Pinkus South!



\*Sung (briefly) to the tune of "Blowing In The Wind"

There  
could be  
trouble, so  
put your  
phasers  
on "Stun"!

According to my  
Tricorder Reading,  
the inhabitants  
are BEAUTIFUL  
YOUNG WOMEN!

In that  
case...  
put your  
phasers  
on  
"Caress"!



I am Varma, Queen of Pinkus, Darling of the  
Galaxy, Goddess of the Song-Cue! I have the  
power to grant you and your crew immortality!

Us? Immortal? With our ratings,  
we won't even last the Season!!

You will never  
die, because—

\*When you're has-sled  
By your network,  
And your ratings  
Turn to rubble,  
Don't despair if  
You can't get work;  
There's an ans-  
wer  
To your troub-le—

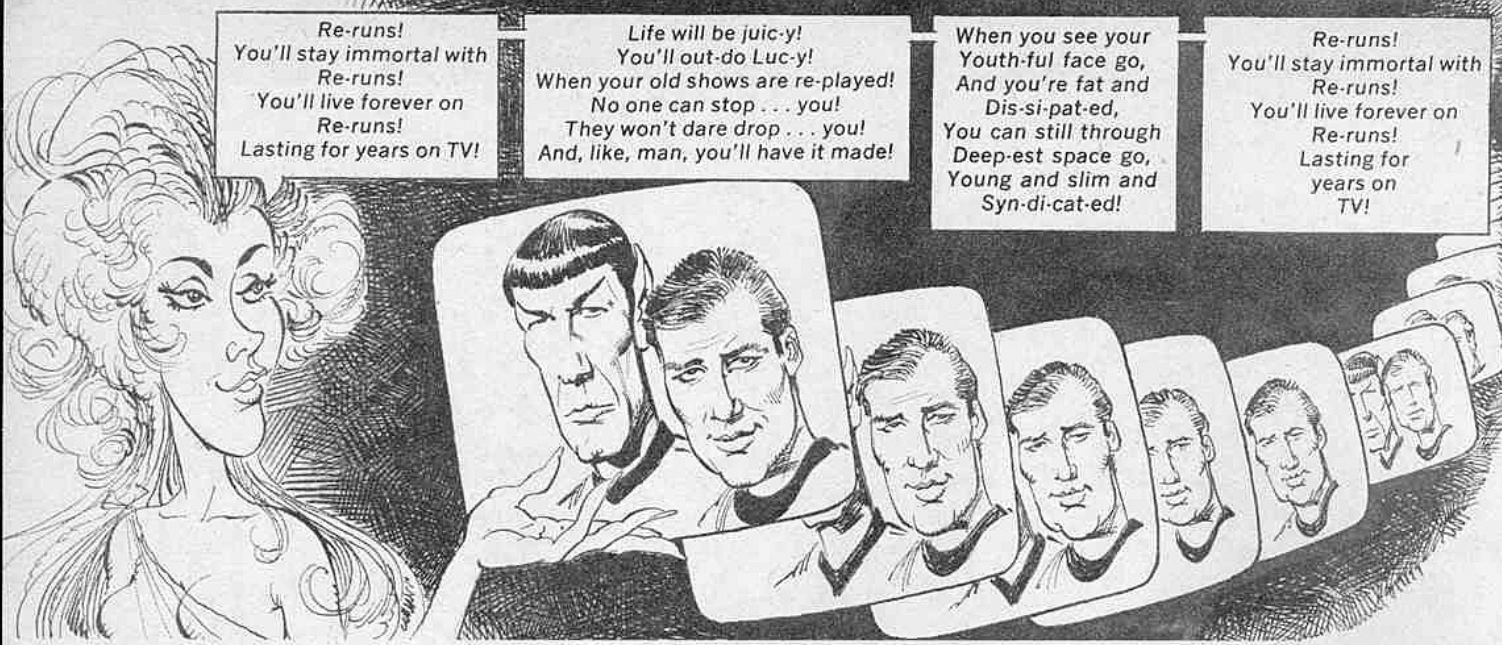
Re-runs!  
You'll stay immortal with  
Re-runs!  
You'll live forever on  
Re-runs!  
Lasting for  
Years on  
TV!

When fresh plots are  
Hard to dream up  
And each dis-tant  
Star you've been to,  
Don't fret when they  
Split your team up;  
You'll survive by  
Get-ting in-to



\*Sung to the tune of "Call Me"





Re-runs!  
You'll stay immortal with  
Re-runs!  
You'll live forever on  
Re-runs!  
Lasting for years on TV!

Life will be juic-y!  
You'll out-do Luc-y!  
When your old shows are re-played!  
No one can stop . . . you!  
They won't dare drop . . . you!  
And, like, man, you'll have it made!

When you see your  
Youth-ful face go,  
And you're fat and  
Dis-si-pat-ed,  
You can still through  
Deep-est space go,  
Young and slim and  
Syn-di-cat-ed!

Re-runs!  
You'll stay immortal with  
Re-runs!  
You'll live forever on  
Re-runs!  
Lasting for  
years on  
TV!

**Captain's Log—Stardate: 54-40 or fight!** Our flashback is over and we're back where we were when this musical started—still waiting for that mysterious power who summoned us together eight years after the death of our show!

Sorry to keep  
you waiting,  
Gentlemen!  
Now, let's get  
right down to  
business . . .

So YOU'RE the Mysterious Power!!

That's right! I'm a Vice-President  
of NBC! We want you and your crew  
to fly through space again . . . coast  
to coast . . . on Network Prime Time!

Are you crazy?  
We'd be out  
of our minds!  
We're sitting  
pretty the  
way we are!

We're idolized  
by thousands  
of Sci-Fi fans!  
We're mobbed by  
gorgeous teen-  
age "Trekkies"!

We've got it made with  
RE-RUNS and LECTURES  
and CONVENTIONS! With  
ROYALTIES pouring in  
from BOOKS and MODELS  
and TOYS and POSTERS!

We  
don't  
need  
YOU!  
We've  
got—



\*Money!  
That's the reason  
We don't have a care!  
Money!  
Oh, yessiree, we  
Really get our share!

See the Trekkies out there  
Who are buying our stuff;  
They're hooked, we swear,  
And that's enough!

Yes,  
Money  
Coming  
Through—  
We love  
You!

Money!  
Piling up in  
Big, e-nor-mous stacks!  
Money!  
From the sales of  
Kits and pap-er-backs!

Let's cheer those kids  
Who go in hock  
From buy-ing dolls  
Of Mr. Schlock!

Oh,  
Money!  
We love  
You!  
Yes, we  
Do!



\*Sung to the tune of "Sunny"



## SMELLY FEATS DEPT.

We have always been intrigued with *The Guinness Book Of World Records*, which lists feats and undertakings that are greater, taller, faster, smaller or older than any others. Recently, MAD began compiling its own set of World Records. And—you know what we found out? We found out that many famous World Records have led to Lesser-Known Follow-Up Records that are even more amazing and stupefying. To show you what we mean, here are excerpts from...

### THE FAMOUS OFFICIAL WORLD RECORD



The World Record for Eating Chocolate Bars was set by Lydia Ann Snively, of Skroon City, Idaho, who consumed 187 6-ounce Hershey Milk Chocolate Bars in 37 minutes on December 20, 1974.

### THE LESSER-KNOWN FOLLOW-UP RECORD



The World Record for Acne was set by Lydia Ann Snively, of Skroon City, Idaho, who suffered 911 eruptions of facial pimples, hickies and blemishes between December 20 and 26, 1974.

### THE FAMOUS OFFICIAL WORLD RECORD

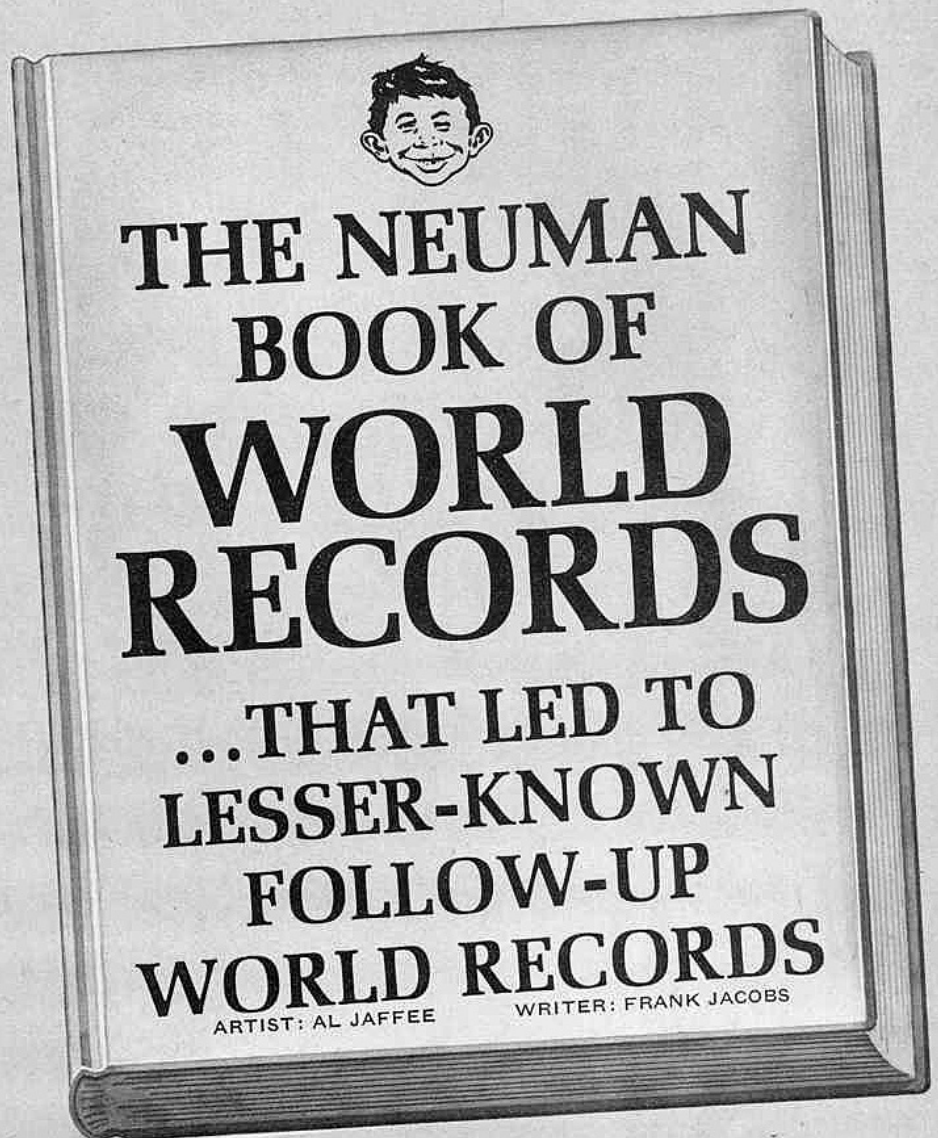


The Largest Diamond Ever Discovered was found by Mervyn X. Waxbush, who uncovered a stone that weighed 455 carats in a field outside of Pretoria, South Africa, March 13, 1922. The diamond was valued, before cutting, at nearly \$5,000,000.

### THE LESSER-KNOWN FOLLOW-UP RECORD



The World Record For Marriage Proposals Received By A Man was held by Mervyn X. Waxbush of Pretoria, South Africa, who received 958 proposals of marriage from women between Mar., 1922, and his death from physical exhaustion in August, 1925.





### THE FAMOUS OFFICIAL WORLD RECORD



The First Pay Telephone was installed in New York City on November 1, 1888.

### THE FAMOUS OFFICIAL WORLD RECORD



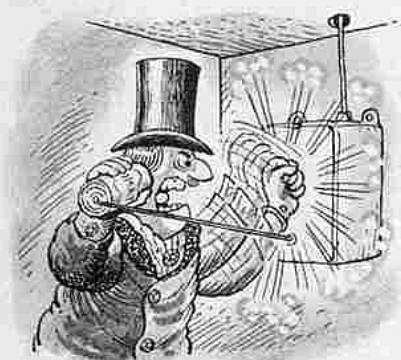
The record for The Fastest Removal Of An Appendix is held by Dr. Ed Greber of Boston, who, working quickly on the morning of June 1, 1955, removed the appendix from a patient in 55 seconds.

### THE LESSER-KNOWN FOLLOW-UP RECORD



The record for Most Fingers Accidentally Cut Off During An Operation belongs to Interne Myron Klutz, who had four fingers sliced off while assisting Dr. Ed Greber in Boston on June 1, 1955.

### THE LESSER-KNOWN FOLLOW-UP RECORD



The First Pay Telephone To Go Out Of order occurred in New York City on Nov. 1, 1888, and was reported by Elmo Jay Finsterhoff. Elmo, incidentally, also became The First Person To Ever Lose Money In A Pay Telephone on that date.

### THE FAMOUS OFFICIAL WORLD RECORD



The record for Water Consumption is held by tourist Elmo Yancy, who, on April 10, 1955, drank three gallons in the village of Carramba, Mexico, after he'd crossed the Baja on foot.

### THE LESSER-KNOWN FOLLOW-UP RECORD



The record for Kaopectate Consumption is held by Elmo Yancey, who, during a seige of "Montezuma's Revenge," drank the contents of thirty-four 12-ounce bottles from April 10th to 15th, 1966.

### THE FAMOUS OFFICIAL WORLD RECORD



The First Golf Course was completed on August 15, 1644 in a field outside the village of Tavish, Scotland, by Angus MacPherson after 7 years of hard work.

### THE LESSER-KNOWN FOLLOW-UP RECORD



The First Golfer To Break A Club In Disgust was Angus MacPherson, after playing three holes of a course near Tavish, Scotland on August 15, 1644.

### THE FAMOUS OFFICIAL WORLD RECORD



The First Practical Set of Binoculars was invented in 1657 by Antonio Della Scappini, an Italian scientist, who lived in the crowded city of Gronza.

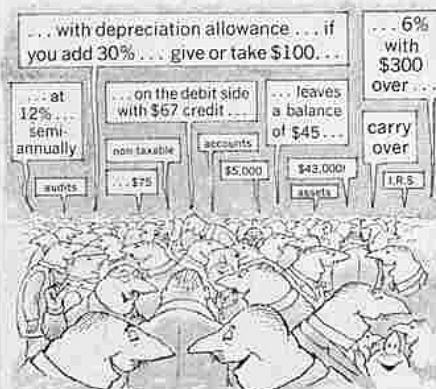


## THE FAMOUS OFFICIAL WORLD RECORD



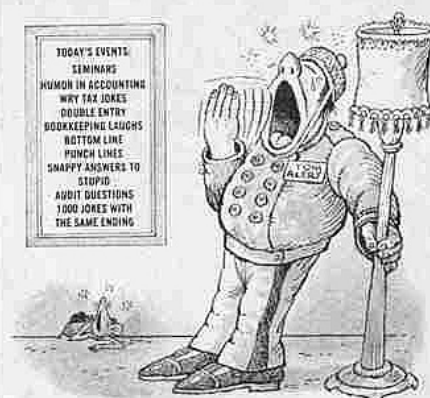
The World Record for the Greatest Age Difference In A Married Couple was set when Leonard Skaggs, age 112, married Phoebe Weebey, age 16, in a ceremony in Fort Wayne, Indiana, June 3, 1933.

## THE FAMOUS OFFICIAL WORLD RECORD



The Largest Convention in the United States was held May 14th through 19th, 1967, when 14,572 Certified Public Accountants met in the Hilton Hotel in Chicago for their annual meeting.

## THE LESSER-KNOWN FOLLOW-UP RECORD



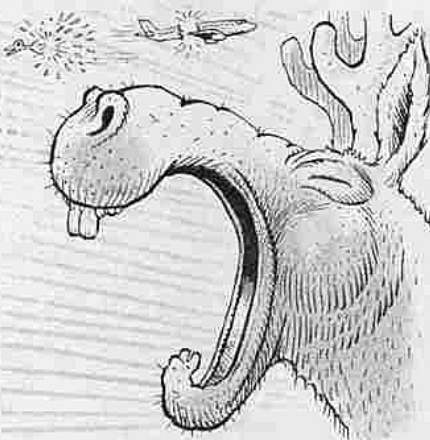
The World Record for Continuous Yawning was held by Wilbur Farquahr, who was a Bellhop in the Hilton Hotel in Chicago, and who yawned without stopping from May 14th to May 18th, 1967.

## THE LESSER-KNOWN FOLLOW-UP RECORD



The Shortest Honeymoon On Record took place in Fort Wayne, Indiana, June 3, 1933, when Leonard and Phoebe Skaggs checked into the Bridal Suite of the Grand Plaza Hotel at 9:45 P.M., and then checked out 17 minutes later to fly to Reno and file for a divorce.

## THE FAMOUS OFFICIAL WORLD RECORD



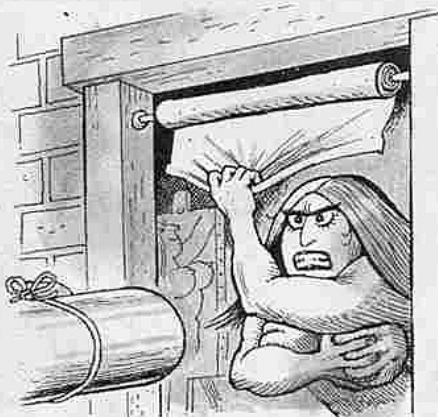
The Loudest Sound emitted by a mammal is the early Spring mating call of the Spotted Moose of the Northern Yukon, a species that is now near extinction.

## THE FAMOUS OFFICIAL WORLD RECORD



The Most Ridiculous Magazine Article Ever Published was an idiotic piece called 'The Neuman Book Of World Records That Led To Lesser-Known Follow-Up Records!' which appeared in issue # 186 of MAD Magazine on Aug. 17, 1976.

## THE LESSER-KNOWN FOLLOW-UP RECORD



The First Roll-Down Window Shade was invented in 1657 by Rosa Rizzoto, an artists model, for her bedroom window in the crowded Italian city of Gronza.

## THE LESSER-KNOWN FOLLOW-UP RECORD



The Deafest Mammal in the World is the female Spotted Moose of the Northern Yukon, according to scientific tests—which may explain its near extinction.

## THE LESSER-KNOWN FOLLOW-UP RECORD



The Most Subscriptions To A Magazine Ever Cancelled In A Single Day occurred the day after issue #186 of MAD Magazine went on sale, Aug. 17, 1976.

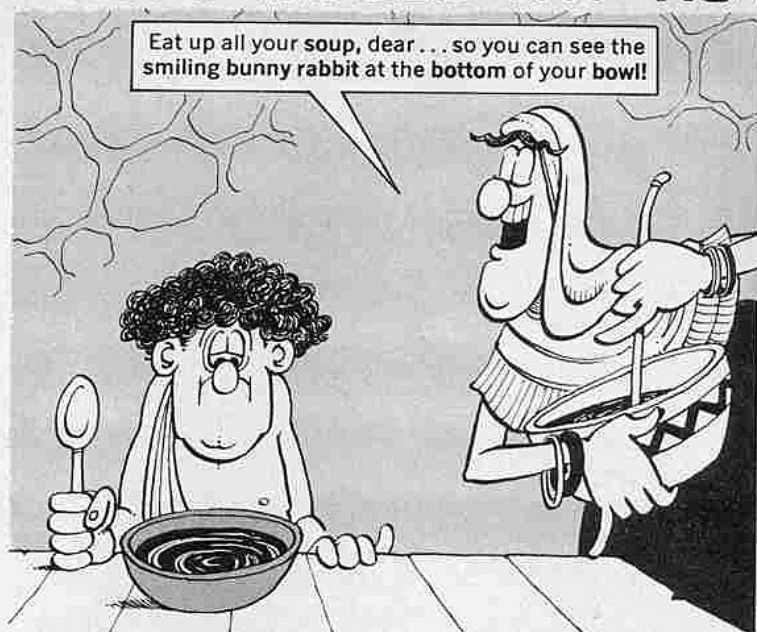


# DON MARTIN

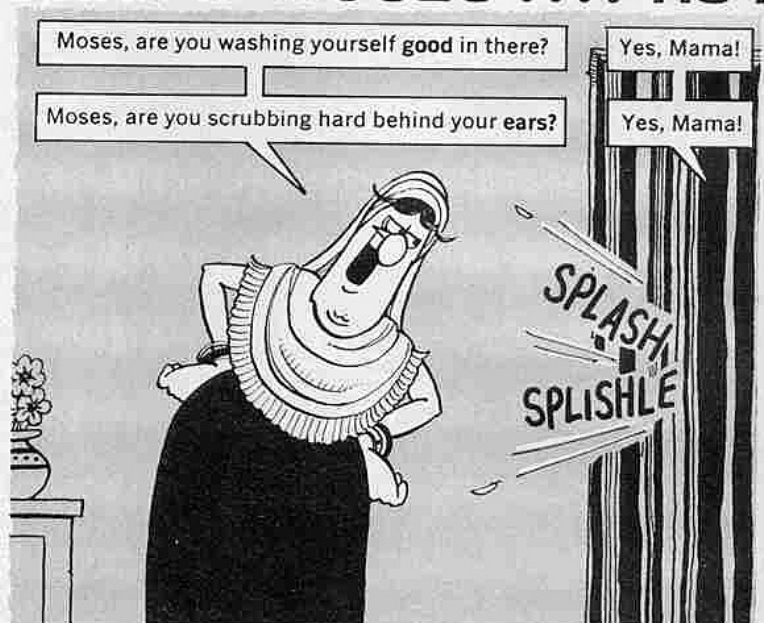
presents

# "THE STORY OF MOSES"

## PART I-MOSES .... AS A



## PART II-MOSES .... AS A



## PART III-MOSES .... AS A





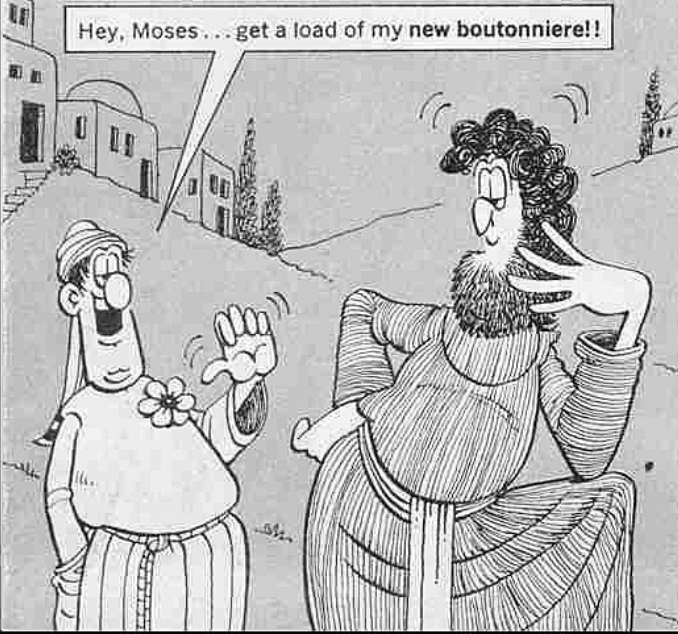
**CHILD**



**SMALL BOY**

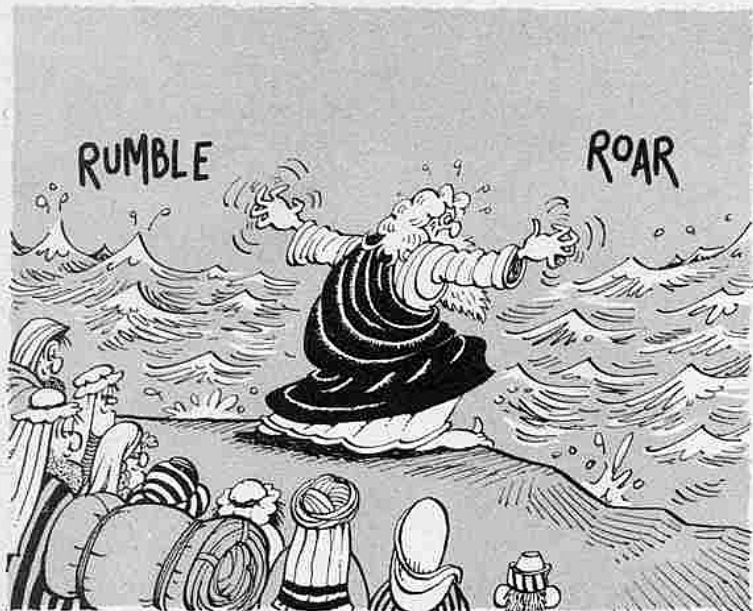


**YOUNG MAN**





# PART IV-MOSES.... AS AN OLD MAN





Since his death, so many Wills supposedly written by Howard Hughes have appeared that we have lost count. Obviously, they all can't be real. But with an estate valued in excess of two billion dollars, who can blame anyone for trying to grab a piece and become a millionaire? In fact, we here at MAD feel very strongly that you, Dear Reader, should not be left out! So enter your name in the proper space provided in the attached "official" and "authorized" Document, rush down to your Post Office (remembering that old cliché: "First come, first probated.") and mail in your copy of

# MAD'S "DO-IT-YOURSELF" HOWARD HUGHES WILL

WRITER: DICK DE BARTOLO

March 3, 1976

I, Howard R. Hughes, being of sound mind and body (sound mind and body for me, at least!), hereby declare this to be my LAST "official" and "authorized" Will:

All of the uncensored and unretouched photographs I personally took of Jane Russell and her unique constructions, I bequeath to Frank Sinatra, who should appreciate them.

My famous wooden airplane, tastelessly nicknamed "The Spruce Goose," I bequeath to Hugh Hefner, who recently was forced to give up his own flying self-indulgence.

All of my beautiful women, regardless of their current condition, I bequeath to Burt Reynolds, regardless of his current condition.

That top-secret CIA Russian Submarine Recovery Ship, which costs about \$18,000 a day to maintain, I bequeath to the Sea Scouts of America. So sell a lot of cookies, kids!

And the entire balance of my estate, valued at about two billion dollars -- give or take a few million -- I bequeath to because NOT ONCE during my lifetime did this person ever touch me, bother me, help me, or even try to contact me!!

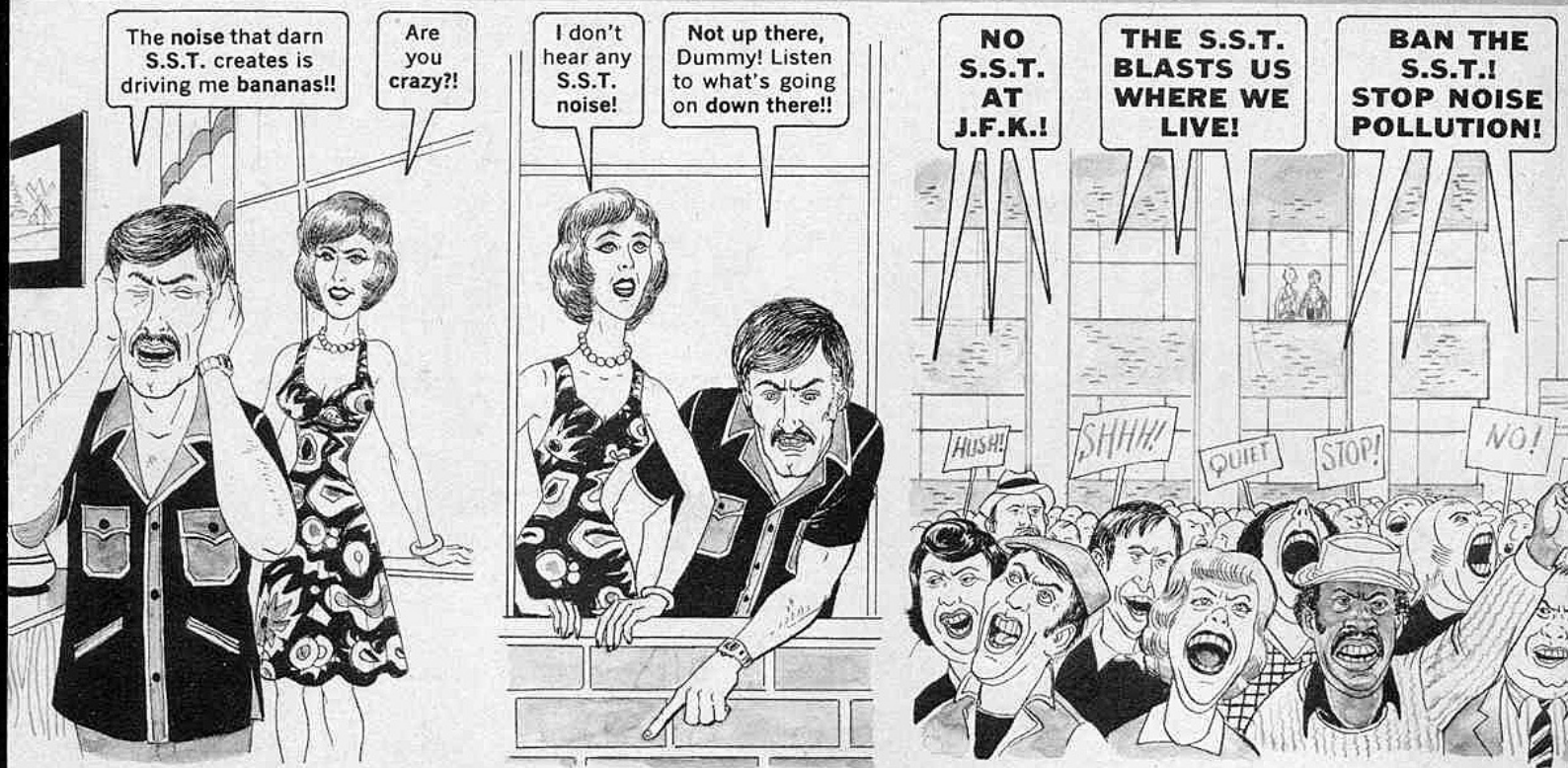
Written and signed by:

Howard R. Hughes

Witnessed by:

Clifford Irving  
Alfred E. Newman





BERG'S-EYE VIEW DEPT.

# THE LIGHTER SIDE OF...

# NO





# RING!



Hello? WHAT...?!? Say that again!! WHAT...?!? I'm going to report this to the Telephone Company!!

Who IS that...?!



I don't know! Some WEIRDO... making an obscene phone call!

REALLY?! What's he saying??



I don't know! That's why I'm reporting it to the Phone Company! There's so much static on the line, I can't hear a word he's saying!!



# DISSE

WRITER &  
ARTIST:  
DAVID BERG

We have the noisiest darn neighbors!!

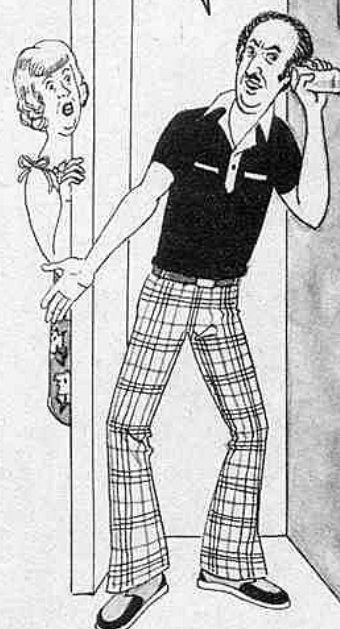
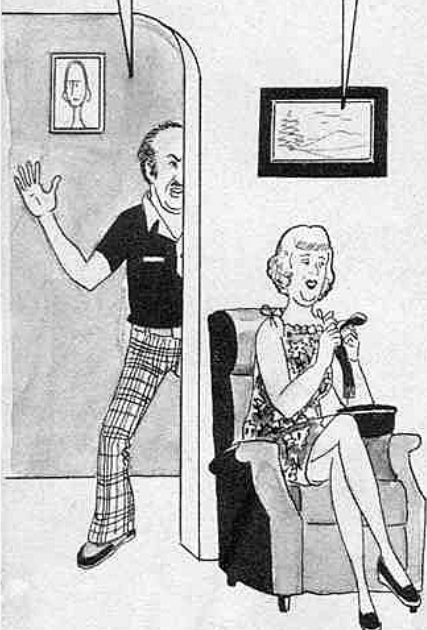
Oh... really?

They're always arguing and calling each other terrible names and banging things around and playing their television much too loud!

Frankly, I don't know what you're talking about! I don't hear a thing!

Of course you don't!

You gotta have a GLASS up against the wall!!





THAT DARN RADIATOR-  
KNOCKING IS DRIVING  
ME OUT OF MY MIND!!

Don't  
knock  
it!

Just remember the times we  
nearly froze in this apart-  
ment, hoping for some heat!

That's true, but . . .

So just be thankful  
that at last we're  
getting some steam!

Normally,  
I WOULD  
be . . .!!

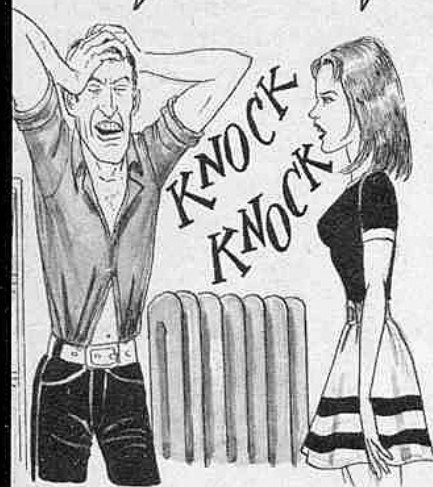
BUT NOT IN THE MIDDLE  
OF THE SUMMER!!!

AUGUST

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

KNOCK  
KNOCK

KNOCK



What's  
that  
buzzing  
sound?

It's a built-in safety  
device! The buzzer will  
stop buzzing when you  
put on your seat belt!

Well, I'm not gonna let  
some mindless gadget tell  
ME what to do! No matter  
HOW grating it is on my  
nerves, I WON'T GIVE IN!

Go ahead! Buzz away all  
you want! You won't break  
my spirit! My will is  
strong! My endurance is  
limitless! I can take it!

Well,  
I  
can't!  
It's  
awful!

In that case, I'll put  
on my seat belt! But  
remember . . . it was YOU,  
not ME that gave in!!



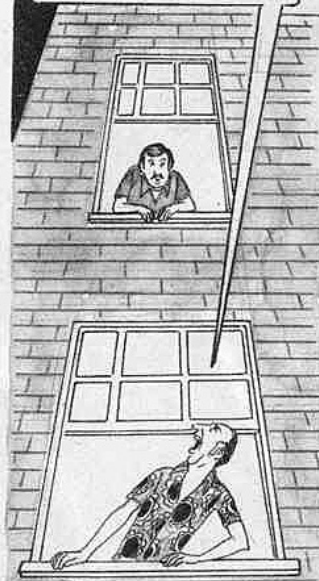
DAMN THOSE PEOPLE AND  
THEIR WILD NOISY PARTIES!!

KNOCK  
KNOCK



Hey, Lipkin! Why are you  
knocking up at me?!? I'm  
not having the wild noisy  
party! It's the Levitts  
. . . two flights up!!

I know! Just pass it on!!





Wouldn't you know it?! I go to a nice quiet restaurant . . . and a couple comes in with a baby and picks the next table! Now the brat will start to cry and scream and ruin my meal!

Just keep your eye on your watch! In thirty seconds, the little monster is gonna start howling! It never fails!!

WAA!

See?! What did I tell you! Boy, some people are so inconsiderate!!

Sir, could I ask you to stop smoking that cigar! It's so inconsiderate of you! It's ruining our meal, and the smell is making our baby cry!



YAAHH!

ARF  
ARF

Lady, will you please call off your dog!?

Not to worry! Don't you know barking dogs don't bite? See? He's wagging his tail!

I see! I see! But on the other end, I ALSO see a lot of gnashing teeth!!

Which end do I believe??!

ARF  
ARF



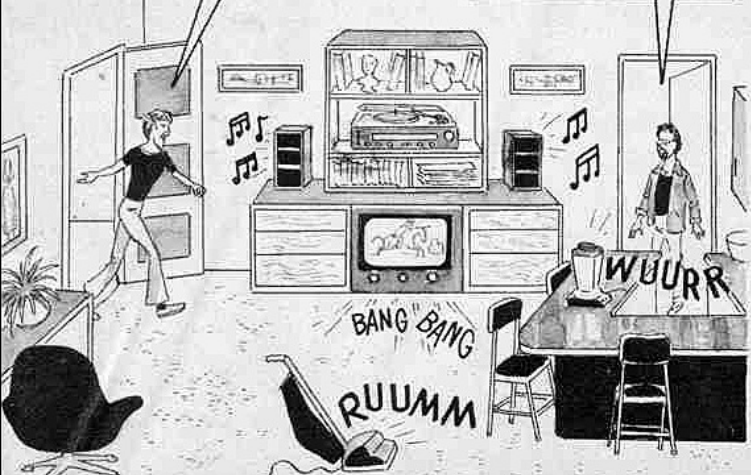
Good God, what's going on here? You've got a radio and a TV on! AND you're running your vacuum cleaner . . . AND your mix-master! What kind of craziness is that?!

Living alone is a real bummer! I turn all those things on so it won't seem quite so lonely! I'll switch them off . . .

If you're THAT lonely, why don't you get married, or get a roommate?!

I don't think that would work out!

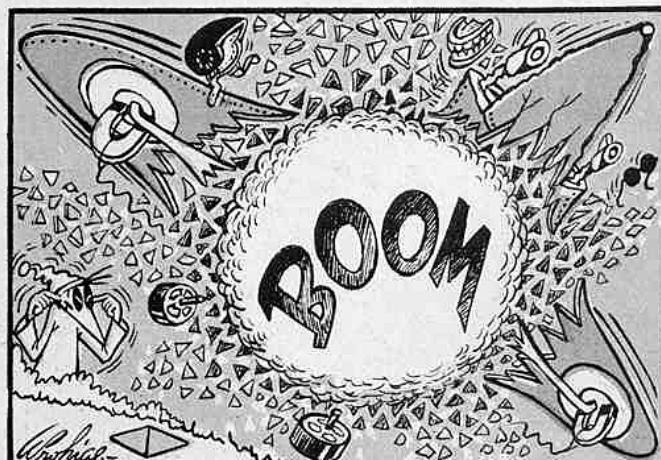
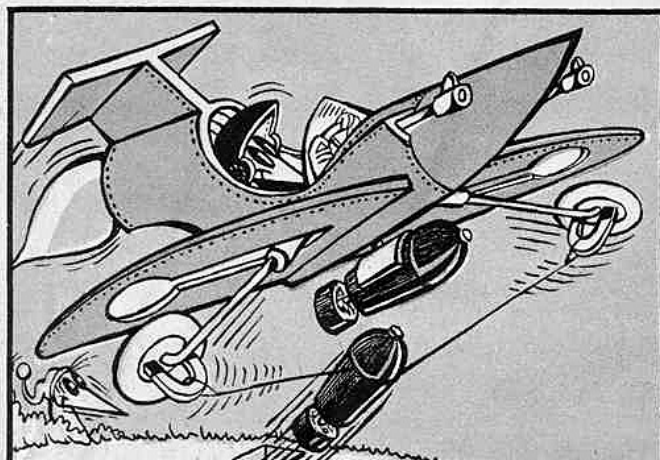
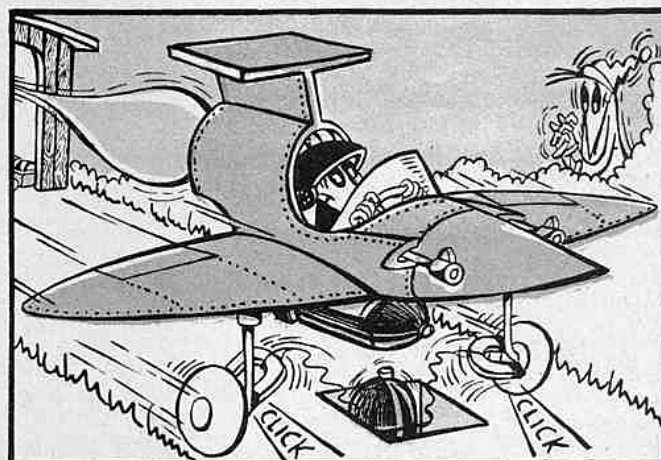
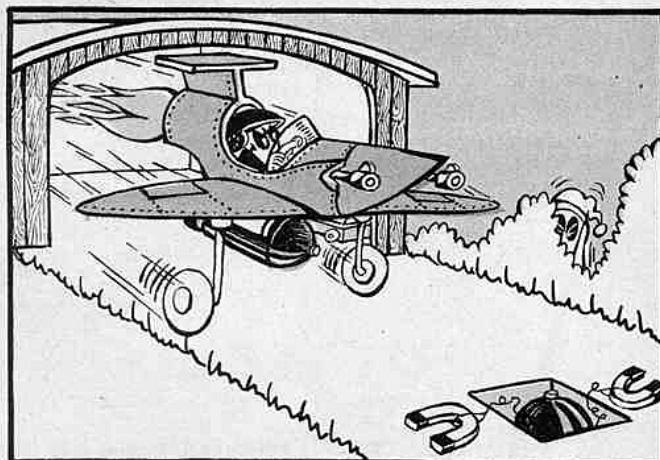
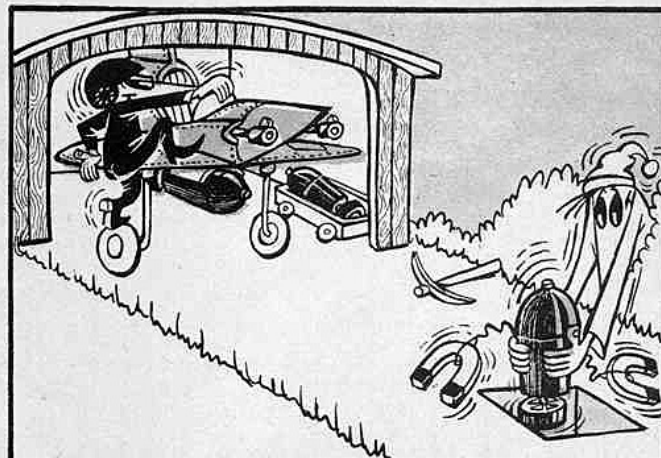
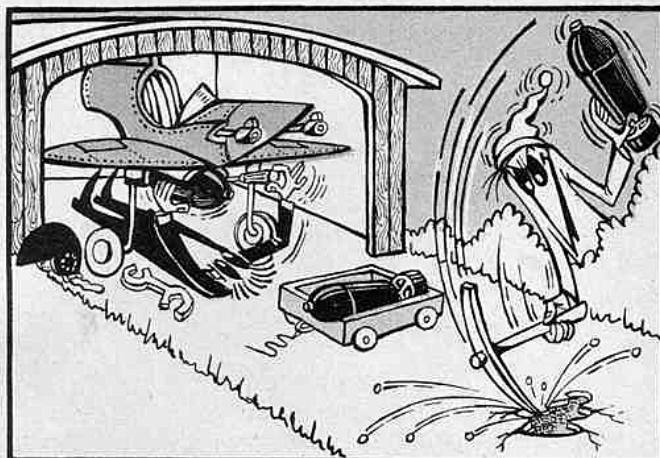
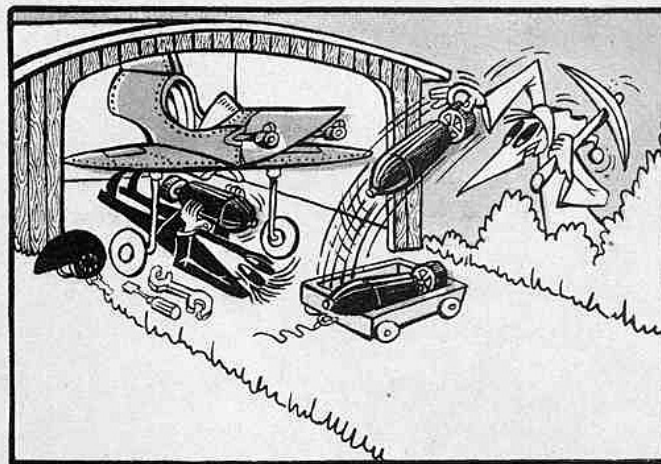
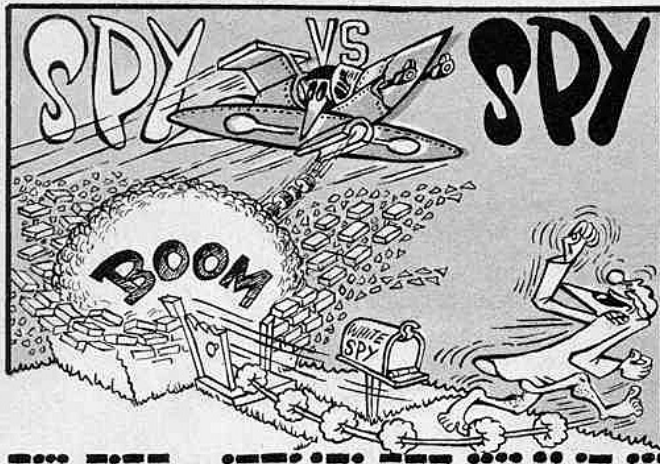
I wouldn't know how to switch off a PERSON!











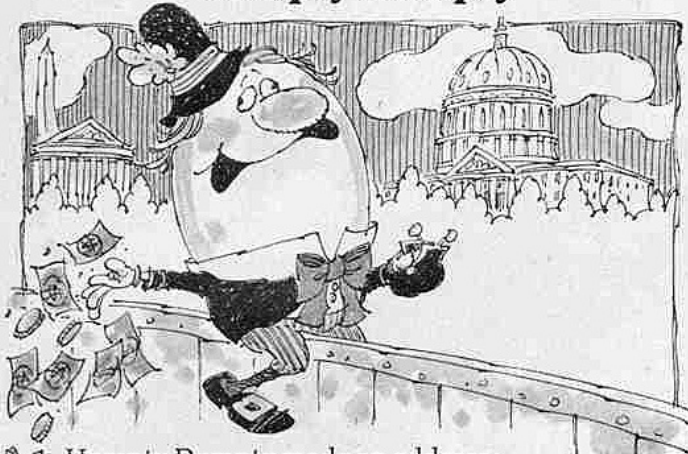


## VERSE OF THE PEOPLE DEPT.

What's going on in Nursery Land these days? Well, Tom, Tom the Piper's Son is stuffing ballot boxes, and Jack and Mrs. Sprat are splitting their votes between the Democrats and G.O.P. In other words, it's voting time for Solomon Grundy and his friends, which is our way of introducing . . .

# MAD'S

## Humpty Dumpty

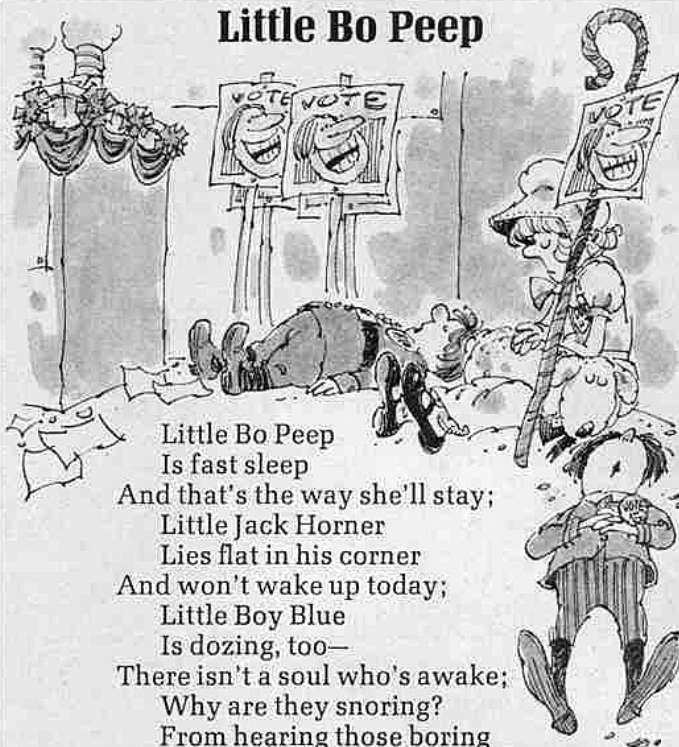


Humpty Dumpty made an address;  
Humpty Dumpty hollered, "Spend less!"  
All the conservative voters agreed  
That Humpty in office was sure to succeed.

Humpty Dumpty spoke to the poor;  
Humpty Dumpty hollered, "Spend more!"  
All of the liberal voters concurred  
That Humpty by far was the one they preferred.

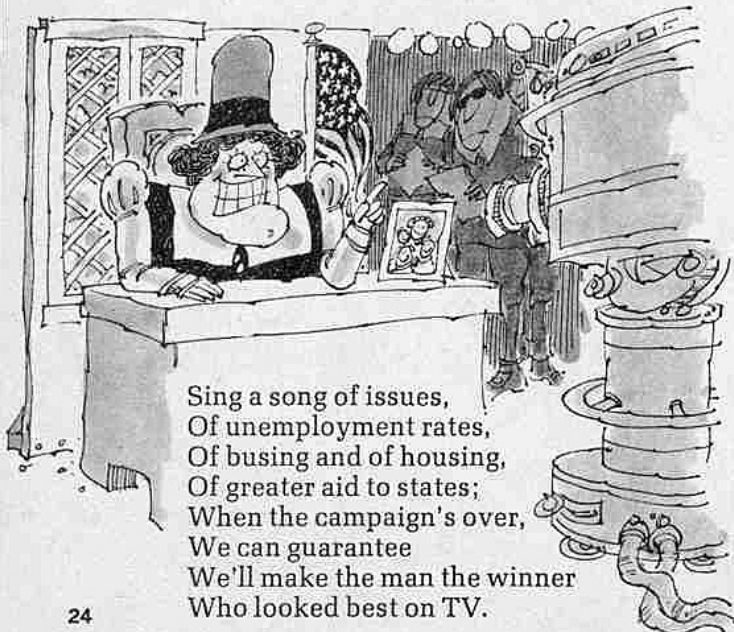
Humpty Dumpty stays on the fence;  
Humpty Dumpty knows this makes sense;  
He'll win all the voters up North and down South  
By making full use of both sides of his mouth.

## Little Bo Peep



Little Bo Peep  
Is fast sleep  
And that's the way she'll stay;  
Little Jack Horner  
Lies flat in his corner  
And won't wake up today;  
Little Boy Blue  
Is dozing, too—  
There isn't a soul who's awake;  
Why are they snoring?  
From hearing those boring  
Long speeches their candidates make.

## Sing a Song of Issues



Sing a song of issues,  
Of unemployment rates,  
Of busing and of housing,  
Of greater aid to states;  
When the campaign's over,  
We can guarantee  
We'll make the man the winner  
Who looked best on TV.

## The Crooked Man



There was a crooked man,  
And he had a crooked laugh,  
And he ran a crooked office,  
And he hired a crooked staff.

He served a crooked term,  
And he did a crooked job,  
And he rammed through crooked bills  
For a crooked local mob.

Why back the crooked man  
When his crooked ways you see?  
Because the rival candidate  
Is crookeder than he.

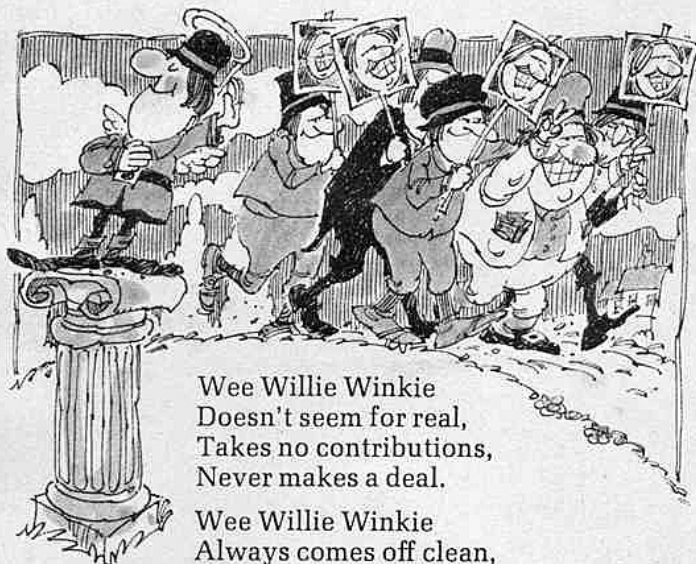


# ELECTION-YEAR MOTHER GOOSE

ARTIST: PAUL COKER, JR.

WRITER: FRANK JACOBS

## Wee Willie Winkie



Wee Willie Winkie  
Doesn't seem for real,  
Takes no contributions,  
Never makes a deal.

Wee Willie Winkie  
Always comes off clean,  
Free from all corruption,  
Owned by no machine.

Wee Willie Winkie  
Rids himself of sin;  
Maybe that's why Willie  
Never seems to win.

## Harry is a Congressman



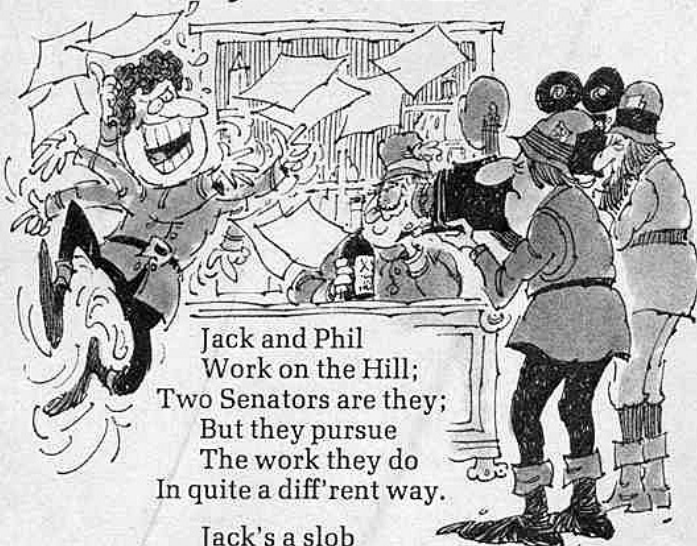
Harry is a Congressman  
In Washington, D.C.,  
And in his spacious office there  
You'll meet his fam-i-ly.

His brother is his right-hand man  
(he's never worked before);  
His father gets 12 grand a year  
(he's paid to shut the door).

His wife works as his filing clerk  
(she cannot read or write);  
His daughter mans the telephone  
(a chimp is twice as bright).

Today when unemployment's high  
And folks can't pay their rents,  
How nice to know one fam-i-ly's  
Found work—at our expense.

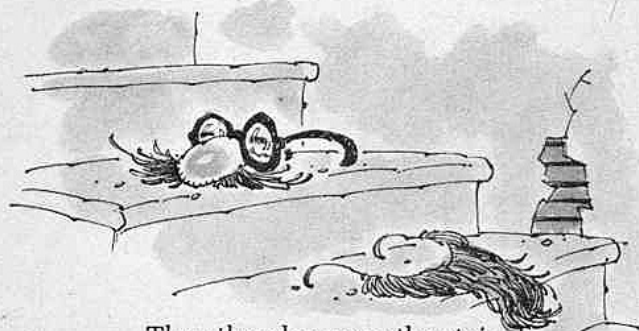
## Jack and Phil



Jack and Phil  
Work on the Hill;  
Two Senators are they;  
But they pursue  
The work they do  
In quite a diff'rent way.

Jack's a slob  
Who muffs his job,  
While Phil achieves perfection;  
It should be clear  
Which one this year  
Is up for re-election.

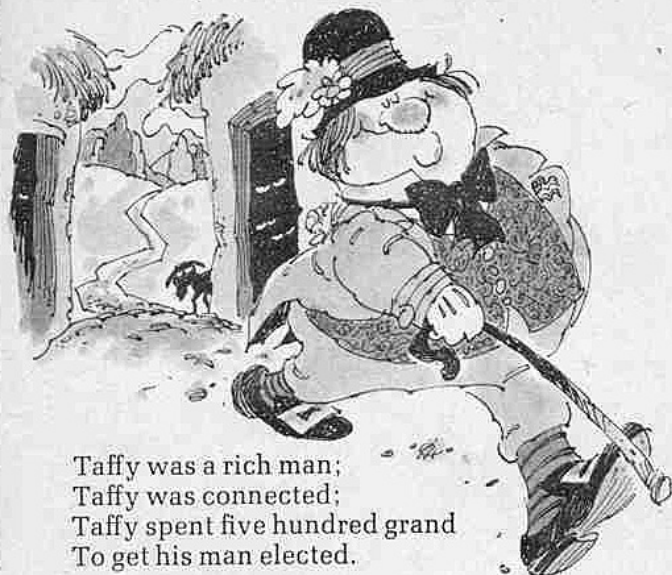
## The Other Day Upon the Stair



The other day upon the stair  
I saw a man who wasn't there;  
He wasn't there again today;  
I think he's from the C.I.A.



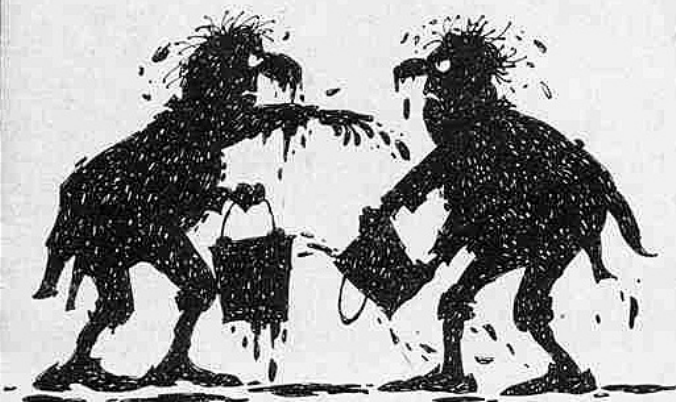
## Taffy Was a Rich Man



Taffy was a rich man;  
Taffy was connected;  
Taffy spent five hundred grand  
To get his man elected.

Taffy's now Ambassador  
And struts around with pride;  
Why don't you spend five hundred grand  
And you'll be qualified.

## Tweedledum and Tweedledee



Tweedledum and Tweedledee  
Were running for the House,  
When Tweedledum smeared Tweedledee  
By calling him a louse.

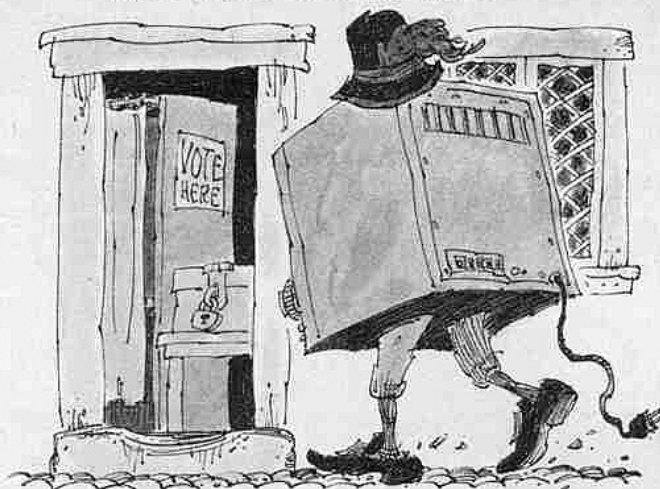
Tweedledee said Tweedledum  
Had caused a vicious stink,  
Then spread the word that Tweedledum  
Was going to a "Shrink."

Tweedledum said Tweedledee  
Was vile and full of bunk;  
"The problem is," said Tweedledum,  
"That Tweedledee's a drunk."

Tweedledee said Tweedledum  
Was wrong in ev'ry way,  
Then whispered to a columnist  
That Tweedledum was gay.

Today I heard that Tweedledee  
Was spotted at an orgy;  
To hell with both—Election Day  
I'll write in Georgie Porgie!

## As I Was Watching NBC



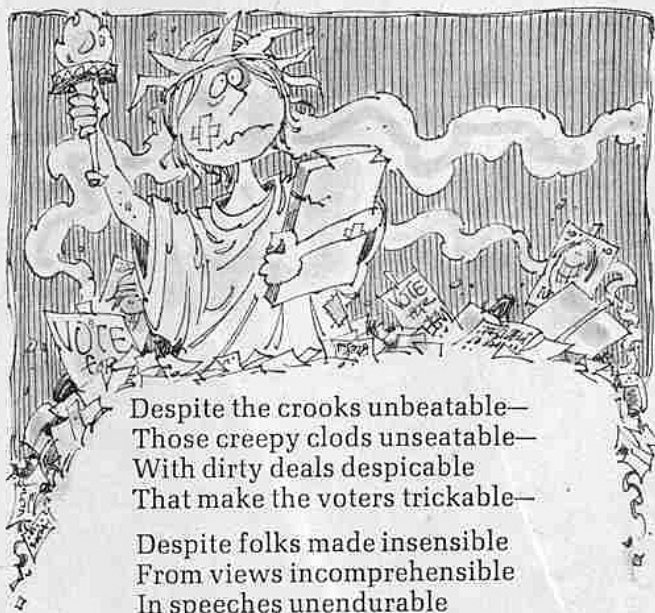
As I was watching NBC,  
I heard a newsman telling me  
Although returns were barely in  
That A would lose and B would win.

As I was watching CBS,  
I heard an analyst profess  
That his computer could foresee  
That C should now concede to D.

As I was watching ABC,  
I heard that F would unseat E,  
And, from 12 votes in Tennessee,  
That H would wind up beating G.

As I turned off my set, I swore,  
"What good are voters anymore?  
"We might as well get rid of them  
"And leave the vote to IBM."

## Despite the Crooks Unbeatable



Despite the crooks unbeatable—  
Those creepy clods unseatable—  
With dirty deals despicable  
That make the voters trickable—

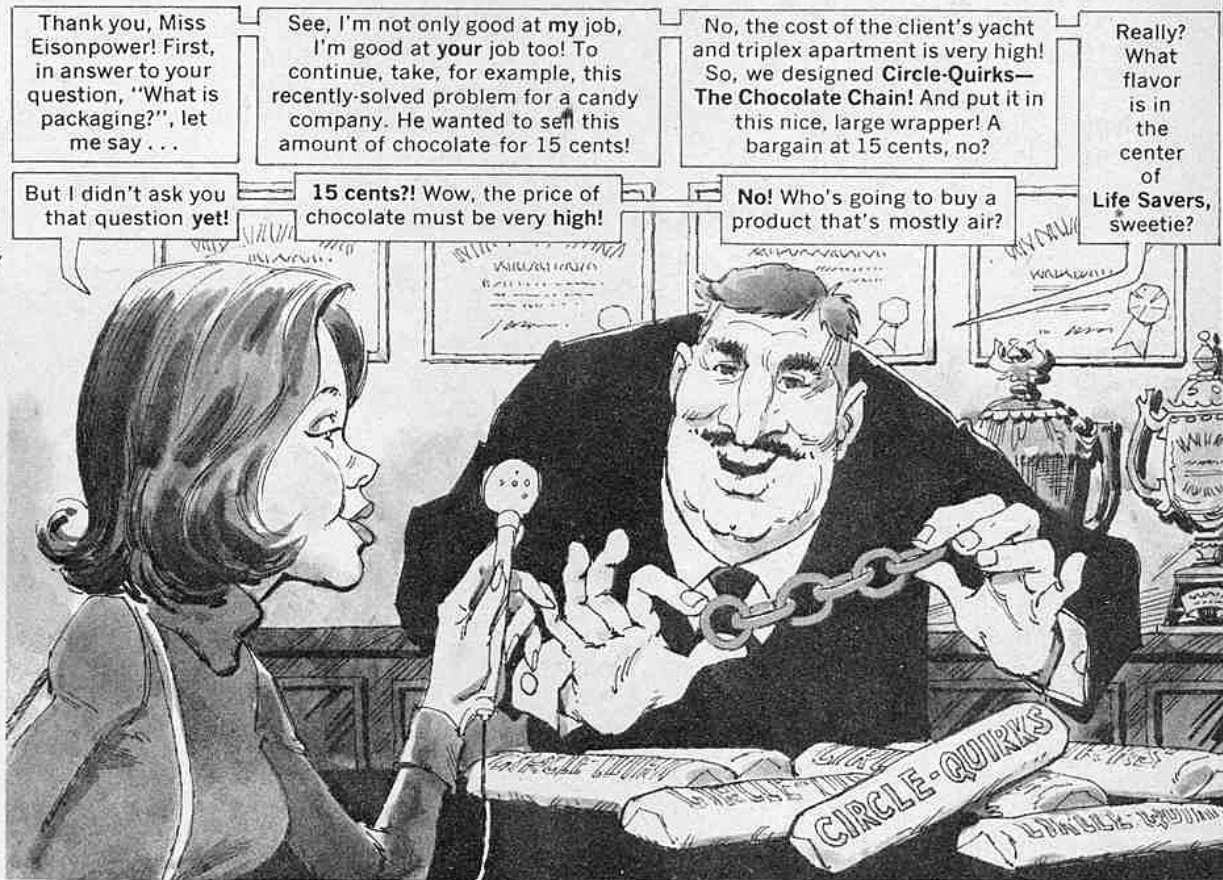
Despite folks made insensible  
From views incomprehensible  
In speeches unendurable  
By party hacks incurable—

Despite campaigns regrettable  
With promises forgettable—  
Despite the rumors spreadable—  
Our system works—Incredible!



Hi! I'm Julie Eisonpower with another in-depth interview for MAD Magazine! Why me? I don't know, either! They said they needed somebody who was "close to deception," but I don't know what that has to do with me! I don't know anyone like that, except for my interviewee, Mr. Alan Caveat-Emptor...

# MAD'S PACKAGER OF THE YEAR



Thank you, Miss Eisonpower! First, in answer to your question, "What is packaging?", let me say...

See, I'm not only good at my job, I'm good at your job too! To continue, take, for example, this recently-solved problem for a candy company. He wanted to sell this amount of chocolate for 15 cents!

No, the cost of the client's yacht and triplex apartment is very high! So, we designed **Circle-Quirks—The Chocolate Chain!** And put it in this nice, large wrapper! A bargain at 15 cents, no?

Really? What flavor is in the center of Life Savers, sweetie?

But I didn't ask you that question yet!

15 cents?! Wow, the price of chocolate must be very high!

No! Who's going to buy a product that's mostly air?

ARTIST: JACK RICKARD

WRITER: STAN HART

Don't you feel guilty about treating America's youngsters so unfairly...?

Kid, we're saints compared to some! Listen, there's **ONE** outfit that takes **OLD GARBAGE**... puts a fancy new wrapper around it... and sells it to the suckers for a **BUCK!!**

What company is that awful!?!?

The one that sent you on this interview! Ever study a MAD Magazine "Special"?!?



Have you made any advances in this area!

Yeah, but she always says "no!"

I don't understand

Neither do I! How can she resist a face like mine? This wavy hair, this winning smile?





Let's stick to the subject of packaging...

This is packaging! I've got an expensive hair piece, capped teeth, the works!

I mean some of your successful attempts!

Well, our work with the razor blade people has been sharp! Only one blade can be used at a time, but how many can be bought at a time? Five, ten, twenty... welcome to the Wonderful World of Multi-Pak!

It appears to be an advantage to the consumer!

Appears is my middle name! The Multi-Pak allows us to sandwich second-rate blades between the first-rate blades! If the first and last shaves are smooth, the consumer forgets everything in-between!



I think it's just dreadful that you channel all your energies...

Energy! That's where it's at today! Everything is battery operated! Profit, thy name is Multi-Pak! Look at this winner—our best-selling 3-pak!

Is it the best deal for the money?

The worst! Most gadgets that operate on this sized battery need either 2 or 4 batteries to run it! By packaging them only in sets of three, well, you can see what it means!

They can save the extra and...

Dead before they ever get to use it! It's "3-pak time" again!

Another miracle of modern packaging, the blister pak! Let's watch that man try to open one...

It looks difficult!

Wrong—impossible!



You sound as if you're pleased...

Of course! It was my idea! The customer gets so frustrated, he has to buy aspirin!

And you just happen to package that, too!

Considering who you are, you're pretty smart! Yes, aspirin is another winner for me! The "child proof" protection cap was an inspiration!

You mean because children can't open it?

I take back what I said, dummy! No, because adults can't open it, either! More headaches!

Which means, of course more sales!

I take back what I just took back!





Welcome to the Wonderful World of Disposables! When you don't need it anymore—you get rid of it!

How did you arrive at that idea?

By observing how people in ad agencies treat their business associates!

Chauvinistically speaking, packaging for men is small potatoes! Packaging for women—that's where the fun is! See that woman looking at those steaks?

She seems to like what she sees . . .

It's what she doesn't see that brings in the profits!

You think they're gonna show the side with all the fat, gristle and greenish color?

# CONSUMER RESEARCH

# SUPERMARKET TESTING DEPT.



Isn't there some talk that feeding meat wrapped in this kind of plastic causes cancer in rats?

If you're rich enough to feed your rats meat, you're rich enough not to worry about what happens to them!

Why are those women squeezing those rolls of toilet paper?

Because of the big ad campaign telling them not to! It's the old "forbidden fruit" game! And the sales have been tremendous!

I guess people prefer softer toilet tissue!

Don't be a ninny! Tissue is tissue! Anything that's wound loosely is gonna feel softer!



Another example of where the public is buying air?

Exactly! And if they don't like it, they know what they can do with it! Come to think of it, that's what they do with it whether they like it or not!

How about that woman weighing those packages of paper towels! One obviously weighs more than the other! Is that another case of "air"?

No, one really does weigh more than the other!

Well, I'm glad to see one case of honest . . .

Honest, shmonest! The cardboard tube in the center weighs more!







Look at this beautiful package. Doesn't that dish look scrumptious?

Is that what's on the inside of the package?

How old are you? What's in the package is a clump of soggy vegetables held together by ice! The picture only suggests what to do with the contents!



I see! In other words, the housewife can use the vegetables as the basic ingredients in a gourmet dish!

Sure, if she also happens to be a French Chef!



Snack food is a tribute to modern packaging!

How come?

We take surplus corn, potatoes and cheese that sells for 25c a pound, package it, and sell it for 95c a half pound! Then we pump so many chemicals into these things that kids can either eat them or use them for experiments!



I see what you mean! Look at this list of **preservatives!** It can't possibly be good for people!

Not now, perhaps, but later it saves them big money! Figuring on an average of two of these packages a week, by the time the consumer dies, he'll have enough preservatives in his body to make the expensive embalming procedures unnecessary!



Seasonal packaging also plays a big part in high profits. Candy manufacturers, for example, use the opportunity to dump a lot of stale stuff that didn't sell the rest of the year by dressing it up in "Trick or Treat Paks" at Halloween!



How do they get away with that?

Easy—the adults think it must be fresh 'cause it says "Special for Halloween," and they give it out as treats! Once the kids taste the stuff, they think it's a trick! It's all in keeping with the Halloween spirit!





Part of the fun in this business is finding additional uses for products! Like this baking soda! We tell people to place an open box in their refrigerators!

Oh, I've seen those ads. The baking soda is supposed to guard against bad odors!

Right! And when they want to bake, they end up buying two boxes!

You mean because they forgot about the one in the refrigerator?

Correct! No American housewife ever knows what's in her refrigerator! Besides, even if she does remember, who's gonna use that stuff for baking after it's trapped all those lousy smells.



And now, the coup de grace! Le gran finale! The spray can! The wonderful, beautiful, glorious spray can!

But isn't the gas used in spray cans harmful? Scientists claim it will affect the atmospheric layers that protect us from the sun's rays and ...

What do scientists know? Didn't they once say the world was flat!

Yes, but then they agreed it was round!

If they can change their minds about the world, they can change their minds about spray cans!



It's amazing—just by dressing up a product, you can get people to buy it no matter how foolish or useless or dopey it is! What a sad commentary on the American people!

If you think that's sad, wait'll you see the big nothing we're packaging for the public to buy in November ...





# HAS ANYBODY EVE

PHOTO RESEARCH BY: JERRY DE FUCCIO

A DRUNK IN A NIGHTCLUB TELL THEM TO



OR A RAGGED BEGGER

INTO A ROOM AND SAY



OR A BARTENDER SHOUT



OR AN UNSUCCESSFUL INVENTOR SAY



OR A POLICEMAN CALL

LAUNDRYMAN SAY



OR A COACH TELL A TEAM



OR

OR A TRAFFIC COP ASK A SPEEDER



OR A GUY COME ON WITH

EDITOR YELL



OR A MUGGER WITH A GUN SAY



OR





# R REALLY HEARD...

WRITER: LARRY SHARP



ASK



OR A NEWSCASTER SAY



OR SOMEONE BOUND

OR A LUMBERJACK YELL



OR A POLICE RADIO BLARE



OUT



OR A TRAINED PARROT SQUAWK



OR A CHINESE

A PHOTOGRAPHER SAY



OR A STAR IN A FLOP SAY



OR A SEXY FRENCH LADY SHOUT



OR A NEWSPAPER

SOMEONE SAY TO A C.A.B DRIVER



OR ANYONE SAY





## THE ERA OF OUR WAYS DEPT.

In the beginning, Adam and Eve had two sons, Cain and Abel . . . and thus formed the world's first family. And from them, Mankind received a wonderful Legacy and a Code of Living that has served families for generations, namely: (a) Don't talk to snakes! . . . and (b) If your brother bugs you, hit him with a rock! But if some things remain the same, others change—particularly in the U.S. in the 20th century. So join us now as MAD Magazine examines . . .

# THE CHANGING ATTITUDES OF THE AMERICAN FAMILY

ARTIST: GEORGE WOODBRIDGE WRITER: LARRY SIEGEL



... FROM THE EARLY 1900'S ... THROUGH THE MIDDLE 1900'S ... RIGHT ON UP TO TODAY

## SEX

### EARLY 1900'S

During this period, hardly anyone in the family ever discussed the subject of Sex.

But I'm nineteen years old! Isn't it about time you told me about sex?!

SEX?!? Why, you dirty, rotten, evil, disgusting foul-mouthed young lady!

Henry! That is no way to talk to your WIFE!!



### MIDDLE 1900'S

Then, people talked about Sex. There was only one problem: They had it all wrong!

But all along, I thought the STORK brings the baby, and that's it!

God, are you stupid! Didn't you ever hear of SEX?!? First of all, the man . . . bzzzz bzzzz . . . And then the woman . . . bzzzz bzzzz . . . And then the two of them . . . bzzzz bzzzz bzzzz bzzzz bzzzz . . .

Really?! No kidding? And then what?!?

And THEN the Stork brings the baby!!



### ...AND TODAY

Nowadays, of course, everybody talks about Sex, everybody knows about it, and practically everybody's doing it.

Mom and I are proud of you, Ann! We heard that you and Steve were the only students in the history of your college who didn't go to bed together on your first date!

That's true, Dad! But we DID make out on a couch, on the floor, on a beach, and on a set of trapezes in the school gymnasium!

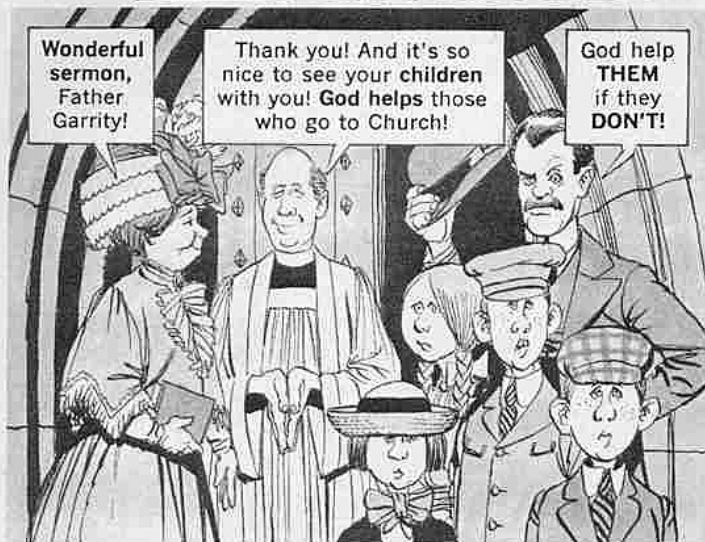




# RELIGION

**EARLY  
1900'S**

During this period, just about everybody went to Church...



**MIDDLE  
1900'S**

Then, people weren't going to Church quite as often as before. And even when they DID go, some weird things were happening...



**...AND  
TODAY**

If you can believe it...nowadays, even WEIRDER things are happening!



# RESPECT

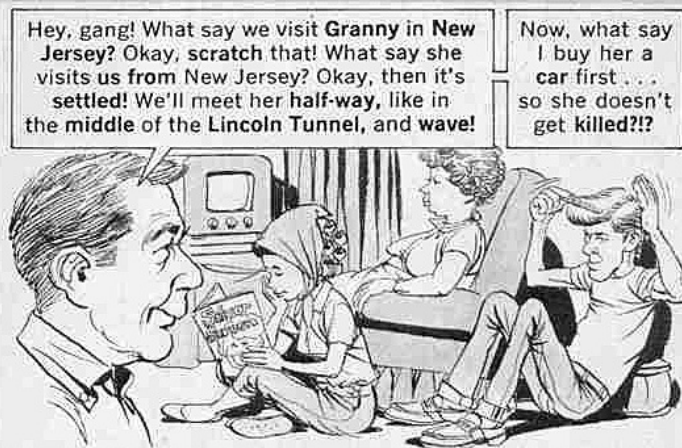
**EARLY  
1900'S**

In this period, the Family was ruled by a dictatorial, powerfully built, strong masculine presence—the American Father.



**MIDDLE  
1900'S**

With a growing permissiveness and independence within the Family structure, the Father, in an effort to be fair, no longer commanded. Now, he asked. The only trouble was...nobody answered.



**...AND  
TODAY**

Nowadays, in a sense, we have returned to some old fashioned values. Once again, the Family is ruled by a dictatorial, powerfully built, strong masculine presence, mainly the American Mother!





# MENTAL PROBLEMS

EARLY  
1900'S

During this period, there was a very simple way to treat mental problems.

I don't know what's wrong with me! I'm so depressed lately! I—I think I'm on the verge of a nervous breakdown!

All you need is a change of scene! How'd you like to go to CONEY ISLAND

But you know how I hate the beach! That awful sand! That dirty ocean! That burning sun!

Okay, then how'd you like to go to a Lunatic Asylum?

BY THE SEA,  
BY THE SEA,  
BY THE BEAUTIFUL  
SEA ...



MIDDLE  
1900'S

Folks were more realistic about Mental Health. Psychoanalysis was popular, and people were a lot richer for it. Mainly, the Psychiatrists.

Doctor . . . I've been seeing you three times a week at \$25.00 a visit for the last ten years! When am I ever going to be CURED?!!

Your hour is up! We'll discuss it next time!

Next time! It's always next time! Well, there's not going to BE a next time! I've had it! It's like throwing money down a toilet!

NOW you're CURED!

I am? Then how come I feel lousy!

We'll discuss it next time!



...AND  
TODAY

Nowadays, Psychiatry is gradually being phased out. Because people are better adjusted now?!? You gotta be kidding!!

How are things, Rob?

Fantastic!! I'm into Group Therapy, Encounter, Yoga, Transcendental Meditation, EST, and Gestalt

Great! Then you've finally learned to cope with the REAL WORLD!!

COPE with the real world? For the last 5 years, I haven't even been IN it!

How come . . . ?

Because I spend all my time in Group Therapy, Encounter, Yoga, Transcendental Meditation, EST and Gestalt!



# PROFANITY

EARLY  
1900'S

In those days, very few kids used Profanity. And if they ever did, the roof would fall in.

What's going on, Abigail?

Little Theodore said a dirty word and Mother is washing out his mouth with soap and water.



MIDDLE  
1900'S

Then, ALL kids were using Profanity, except they'd never dare use it around the house...

What are you doing in there, Marvin . . . ?!

Smoking a cigarette . . . drinking booze . . . reading a dirty book . . . and other things!

All right . . . that's nice . . . as long as you don't curse!



...AND  
TODAY

Nowadays, it isn't even worth discussing...

You're nothing but a ☆#!★! and a ☆#! and a ☆#! not to mention a ☆#!☆#!☆#!

Good Lord! Those are absolutely the FOULEST words I've heard since I left the Navy! Please—keep your voice down! Do you want the kids to hear you?!?

HEAR me? Who do you think TAUGHT them to me?!?





## LEISURE TIME

**EARLY  
1900'S**

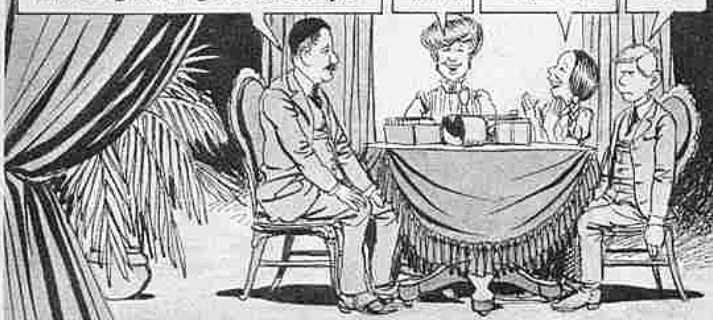
In this period, families used to gather together in the living room and have all kinds of fun among themselves...

All right, everybody! First, we make some taffy! Then we look at some pictures of Atlantic City through the stereopticon. And then we gather around the piano and sing stirring sea chanteys!

I think it's a grand idea!

I think this will be our best New Year's Eve ever!

I think I'm gonna throw up!



**MIDDLE  
1900'S**

With the advent of television, families gathered in the living room, but they were so engrossed in the tiny 7-inch screen that they hardly paid any attention to each other...or anything else.

Well, kids, we've been watching 17 straight hours of TV! Next is "Howdy Doody," then comes "Kukla, Fran and Ollie," then we'll watch Uncle Miltie and ... Oh, golly, we've been dominating the set long enough ...

I'd like to see that television set thrown into the GARBAGE!!

What channel is THAT on?

MARY! WHAT WOULD YOU LIKE TO SEE?



**...AND  
TODAY**

Once again, as in the good old days, families are gathering in living rooms and having fun among themselves. There's only one problem: Sometimes, the families are a little mixed up.

Shirley, baby! Fred was right! You ARE a terrific wife!!

Sidney, doll! I only hope Fred is having as much fun with YOUR wife, Zelda, as I'm having with YOU!!



## CAREERS

**EARLY  
1900'S**

In those days, most boys' Careers were planned long in advance...usually by their Fathers...

Isn't little Benjamin cute ... smashing his toys!

He sure is! And some day, he'll do a bully job—working for me at the Post Office!

You think he'll be able to do that with Parcel Post packages?

The REAL test will come when they're marked "Fragile"!



**MIDDLE  
1900'S**

With the GI Bill of Rights after World War II, and a booming economy, many boys were able to go to college and to choose their own Careers.

Well, Son! What big plans have you got in mind, now that I've invested my life's savings ... putting you through college?

First of all, I'm going to check the pages and pages of Want Ads in the N.Y. Times for all the employers eagerly looking for college graduates who majored in "Basket Weaving" and "Medieval Plumbing" ...

And then?

And then I'm going to get a job ... working for you at the Post Office!



**...AND  
TODAY**

With the Rock Music Industry where it is today, many young people have no problem at all with their Careers. But hiring good help is tough.

Look, Man! I need a mature dude to go for coffee, fight off the Groupies, and answer my fan mail! I'll pay \$85 a week! What say?

\$85? But YOU earn over \$10,000 a week!

Hey! Take it or leave it!

Well, okay! I guess it beats working at the Post Office!

Great!! Welcome aboard, Dad!

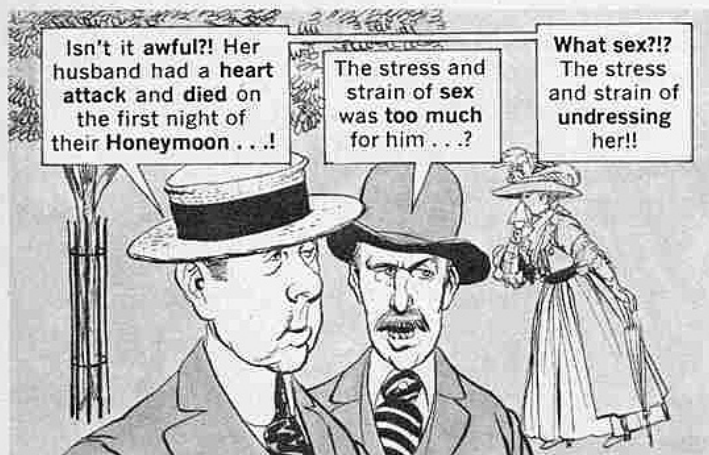




## DRESS

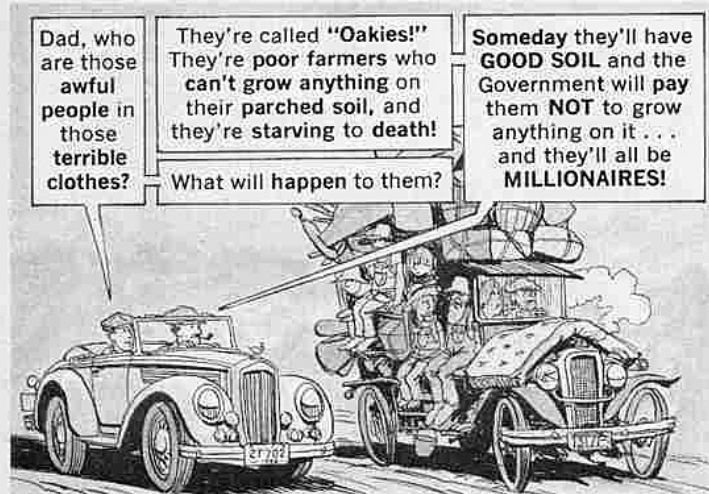
**EARLY  
1900'S**

In those days, most people dressed very fancy and wore tons of clothes. For instance, women wore corsets and girdles and eight petticoats and three hoop skirts and God knows what else.



**MIDDLE  
1900'S**

In the Great Depression, most people couldn't afford fancy clothes even if they wanted them. In fact, one third of the nation was in rags.



**...AND  
TODAY**

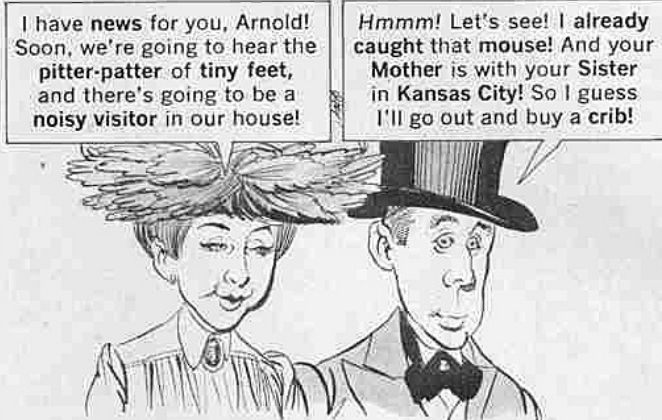
We've got problems today, but there's still a lot of affluence in the land. So how come now everybody dresses like "Oakies" all the time?!



## PREGNANCY

**EARLY  
1900'S**

In keeping with the Victorian approach toward sex, whenever a woman learned that she was Pregnant, she'd never come right out and say it. Instead, she'd throw little hints around.



**MIDDLE  
1900'S**

Then, while a husband and wife were still coy about the subject of Pregnancy, at least they acknowledged what they were fumbling about.



**...AND  
TODAY**

There's very little hemming and hawing . . . and everything is on the table...





# MONEY

**EARLY  
1900'S**

In those days, there was only one thing to do with money: Save it.

Son, it's your 18th birthday, and I'm giving you a check for \$5000!

Thanks, Dad! Now I can go out and buy a Stutz Bearcat!

Waste your money on an automobile? That's foolish and irresponsible! Be thrifty! Save it!



**MIDDLE  
1900'S**

Well, the Son did exactly as his Father had advised and put the \$5000 in a bank! Then, 40 years later, on HIS Son's 18th birthday:

Son, 40 years ago, my Father gave me a check for \$5000 on my 18th birthday! I wanted to buy a Stutz Bearcat, but he advised me to put it in the bank, and I did! Now, that \$5000 has grown to \$13,000 ... and I'd like to give that money to you on this, your 18th birthday!

Waste your money on a car? That's foolish and irresponsible, Son! Be thrifty! Save it!

Thanks, Dad! I think I'll buy a Rolls Royce!



**...AND  
TODAY**

Well, the Son obeyed his Father's wishes and put the \$13,000 in the bank. Then, 26 years later, the Son told the story to HIS Son and gave him the money, now grown to \$20,000...

Here, Son, and there's a lesson in thrift you can learn from that original \$5000! Do you know what \$20,000 can buy today?

But if your Grandpa had bought a Stutz Bearcat instead of putting that \$5000 in the bank, what would you have now...?

One thing I can't stand is a smart-ass kid!!

Yeah! About what \$5000 could buy 65 years ago!

An antique automobile worth about \$45,000!!



# DEATH

**EARLY  
1900'S**

During this period, the subject of Death was avoided, and if it ever was discussed, it was treated like some beautiful, mysterious thing.

I have something to tell you all! Dear Grandpa has gone to his Reward! Yes, he's left this Vale of Tears, and he's gone to meet his Maker across the Great Divide!

Say what you want ... sounds like the ol' boy CROAKED to me!



**MIDDLE  
1900'S**

Then, people were more candid about Death. However, the results weren't much better.

Mom, I've got some terrible news ... Grandma just died!

Oh, no!! Why her!? She was so young! She had so much to live for! Life is cruel! She was everything to me! She raised me as a girl! She nursed me ... fed me—

Hold it, Mom ...! Not YOUR Mother! DAD's Mother!!

Oh, well ... when you gotta go, you gotta go!



**...AND  
TODAY**

Nowadays, things aren't as bad! They're worse!

Mom, it's Dad—at the airport! His flight just landed safely!

There goes another \$300,000 insurance policy shot to hell!





# INFRACTIONS

ARTIST: JACK DAVIS

## THE INFRACTION:



## THE CALL:

"Holding"



## THE PENALTY:

Having To Listen To One's Own  
Drivel For A Whole Evening



## THE INFRACTION:



## THE CALL:

"Piling On"

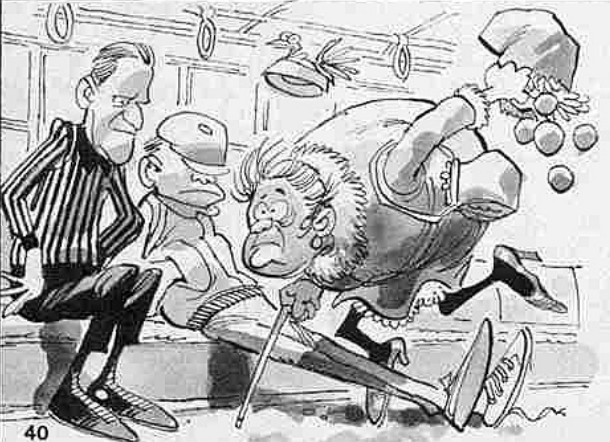


## THE PENALTY:

Being Barred From Use Of The  
Bathroom For Duration Of Event



## THE INFRACTION:



## THE CALL:

"Tripping"



## THE PENALTY:

One 340-Pound Return Stomp





# WE'D LIKE TO SEE CALLED IN EVERYDAY LIFE

WRITER: PAUL PETER FORGES



## THE INFRACTION:



## THE CALL:

"Pushing"



## THE PENALTY:

Being Forced To Miss The  
Next Two Commuter Busses



## THE INFRACTION:



## THE CALL:

"Interference  
—By Grandma"



## THE PENALTY:

Having To Spend One Week Alone  
With The Little Darlings



## THE INFRACTION:



## THE CALL:

"Fouling"



## THE PENALTY:

Enforced Exposure During Heat Of Summer



**THE INFRACTION:****THE CALL:**

"Passing To An Illegal Receiver Downfield"

**THE PENALTY:**

Insufficient Tip

**THE INFRACTION:****THE CALL:**

"Too Much Time Out"

**THE PENALTY:**

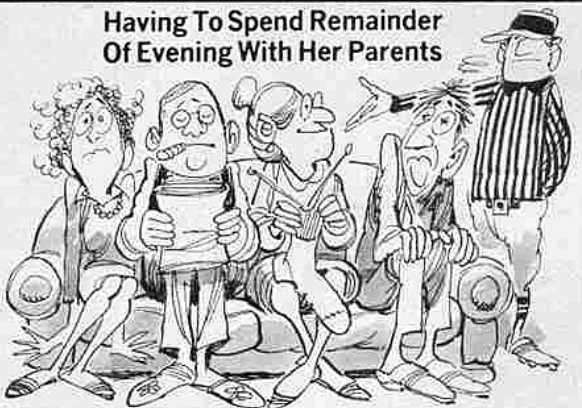
Garlic Breath From Next Five Patients

**THE INFRACTION:****THE CALL:**

"Too Much Time In The Huddle"

**THE PENALTY:**

Having To Spend Remainder Of Evening With Her Parents

**THE INFRACTION:****THE CALL:**

"Clipping"

**THE PENALTY:**

Internal Revenue Audits Of Five Years Of Overcharging





# MOORE OF THE SAME DEPT.

Hi, there! Remember me? That adorable nincompoop from "The Mary Taylor-Made Show"?

Well, I have my own series these days! And, although it's hard to believe, I'm a bigger star now than I was before! I'm also a bigger nincompoop! Which, if you remember me from the old days, is even HARDER to believe! In fact, I'm downright

# PHOOLISH

Anyway ... not long ago, my poor Husband ... Lard ... died! But if you think that it destroyed my overall will to live, you really underestimate me!

I squared my shoulders, I dried my tears, and I did what any gutsy, liberated Widow would do under the same circumstances! I moved into a big house in San Francisco with my Husband's wealthy Parents! And if you believe THAT for a premise of A TV Series, come around! I want to sell you the Golden Gate Bridge!

Well, our episode is about to begin, so meet the only two people in the whole world who would tolerate a middle-aged idiot ... mainly, two ELDERLY idiots!

Hello, everybody! Golly, I'm a lucky girl to be staying with you two wonderful people! You make me feel so good! You're the only ones I've ever met who are HAPPIER than I am!

You're the only one WE'VE ever met who is DUMBER than we are!

You make US feel good, too, dear!

That's nice! How come?



ARTIST: ANGELO TORRES

WRITER: LARRY SIEGEL

I'm so glad! How are you this evening, Tawdry? Did you have a rough day at the office?

That's hard to say since I haven't been to the office yet today! Another thing, this isn't evening, it's morning! And thirdly, I'm Yawnathan! SHE's Tawdry!

Oh, well! None out of three isn't bad!

Bad?!? For YOU ... that's GREAT!!



What are you two going to talk about before we develop our customary weekly moronic problem?

I've got it, Tawdry! Why don't we make some more of those cute little geriatric jokes about our sex life?

Good idea! Sex is a healthy subject ... and too many elderly folks in our audience have not only given it up, but are revolted by it!

Since when have elderly folks been revolted by sex?

Since we started making those cute little jokes about it!



Golly gee, don't we have **FUN** around here!

**You bet!** But sometimes, I can't help worrying about the **plausibility** of this Series! I mean, who could swallow a grown woman coming to live with her **In-Laws**? Who could buy all of us living in this luxury on my income? And only an imbecile would believe I'm a Judge!

Yawnathan, I believe you're a Judge!!

That's what I mean!!

Well, Phoolish . . . what idiotic problem have you come up with that we can chuckle about this week?

Gee, whillikers, I don't know, Yawnathan! Everything seems to be **hunky-dory** this week! I . . . I guess I don't **HAVE** a problem!



Oh, c'mon! You **ALWAYS** have a problem! Remember last week, when you thought you had a **deadly disease**, but then we found out it was only **heat rash** . . . and you'd accidentally mixed up your **X-ray plates** with an **86-year-old man's**! God, how we all **laughed** at that till we thought we'd die! Including the old man . . . who **DID**!!

**No, dear!** I believe you saw that one on a re-run of "**My Little Margie**"!

And what do you think **THIS** show is? Come on, Phoolish . . . what's your **doltish** little problem for this week?

**Honest Injun**, I just don't **HAVE** a problem!



Okay . . . where's Judge Drecker?!!

But cheer up! I think **YOU** might have one!!



I'M Judge Drecker! What do you want with me?

Don't you remember me? Charles "**Bugsy**" Rocko? You sent me to prison 40 years ago, and I swore I'd get you when I got out! Well, Judge, I got out on **Monday**!

But how did you find me so fast?

It was the weirdest coincidence! Some crazy woman tipped me off!

Hello, Mr. Rocko!

Hello, crazy woman!

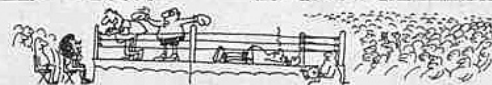


Okay, Phoolish . . . you can tell me! How did it happen . . . ?

I was sitting in this cocktail lounge, and I heard Mr. Rocko telling a friend how, if he ever finds Judge Drecker, he'd like to take him for a **RIDE**! And since I knew you and Tawdry were planning a trip to **Canada**, and I know how much you like **company**, and—**crima-nelties**, a car pool saves you so much money! So have a nice time and hurry back!

**Hurry back?!!** I'm going on a **one way trip**!!

**Golly!** That's even cheaper!







Let's go, Mrs. Drecker! I'm taking you both!

Oh-oh! Perhaps I didn't do the wisest thing! My goodness, did you ever have one of those days...!?

As a matter of fact, since YOU moved in, we have them on Monday, Tuesday, Wednesday, Thursday, Friday, Saturday...

Well, I suppose I'll never see them again! But life must go on! And speaking of life going on, here's my Daughter, Mess! Hello, dear! Ready to pick up where we left off yesterday with our little Mother-Daughter discussion about "The Facts Of Life"...?

It's a waste of time!

What makes you say that?

You just won't learn!



Er—any cute situation comedy-type problems come up this week? Like... chuckle... Freddie, the Football Hero, won't take you to the prom! Or... giggle... you're invited to a party and you just tore your best dress... snicker, snicker!

Well, if you must know, something DID happen to me yesterday!

Yuk, yuk! Tell me all about it!

Mess! Bite your tongue! This is the Family Hour!

I was attacked by a mad rapist!

Okay! Okay! I... I was hickey'd by a Kissing Bandit!

Mess, I'm really surprised at you—saying such... such icky things!

I was trying to tell it like it is! See, what happened was...

Stop it! I don't want to hear it! Yech! Pooney! I can't believe you're my Daughter!

But I'm trying to talk sense to you! I'm trying to express myself as an intelligent human being!

Which is WHY I can't believe you're my Daughter!



Oh, dear! Where have I failed? I tried to bring you up right! I tried to be close to you! What went wrong?

I've got one theory! We learned in Psychology that children who are breast-fed are much closer to their Mothers!

The Doctor advised against it, but I wanted to breast-feed you! Lord, how I wanted to!

I know that! But... LAST NIGHT???

Well, golly! I WORK during the day!!



Mess, where are you going?

But, what can you do?

Out of your life forever! Maybe I'll get a job! I want to associate with people more sensible and down-to-earth than you!

I hear there's an opening for a Costume Designer on "Let's Make A Deal"!





'Morning, Droolie!

But, jinkies! It's Nine O'clock!  
That's what time work begins . . . !

Thanks,  
Droolie!  
It's  
sure  
swell  
to feel  
wanted!

Phoolish, what's  
the idea of getting  
in at this hour?  
Don't you know  
what time it is?!

I know! I was just hoping you'd  
come late once in a while! Every  
moment without you around here  
is a lifetime of delirious joy!

Phoolish,  
did you develop  
the photos  
for the  
Schlock  
Ad Agency  
campaign?

Of course!  
Yesterday!  
But let me  
tell you  
what ELSE  
I did  
yesterday!

Later! Right now, I need  
those photos! The head of  
the Agency will be here  
any minute . . . and that's  
our most important account!

Droolie . . . ! Come quick!!  
We're in BIG TROUBLE!!

DROOLIE IRKSOME

What is  
it, Leon?

It's the  
Schlock  
Ad Agency  
photos!  
They're  
RUINED!

My God! We'll  
lose the account!  
And I'll lose my  
business! What  
a DISASTER!!  
Phoolish . . .  
how did this  
happen?!? What  
did you DO?!?

Golly, I don't know! But remember  
how dull and drab this room used  
to be? Well, yesterday, I bought  
some Danish lamps, and I had some  
new fluorescent lighting put in,  
and I had a new picture window  
installed! Isn't it keen? You can  
see the whole city out there.

PHOOLISH!  
This is a  
DARK  
ROOM!!

Not any  
MORE  
it's  
not!

How silly! I thought  
this sort of thing  
only happened in  
Comic Strips! But I  
guess I was wrong!

. . . and I thought  
YOUR SORT of thing  
only happened in  
Comic Strips! But I  
guess I was wrong!!



Goodness gracious, if it isn't one  
thing, it's another! It's certainly  
not easy being a Free-Lance Nitwit!  
Gosh, I'm all alone, now! And I feel  
so depressed! And usually, when I'm  
depressed, I think of the only one  
who ever loved me and really under-  
stood me, my late Husband, Lard!

But—sob—he's  
dead, and I'll  
never see him  
again! Not until  
I, too, cross  
The Great Beyond!

Oh, hi, Lard . . .

That's  
LARD!!  
I must be  
dreaming!

Officer, am  
I crossing  
The Great  
Beyond?!

No, lady, you're crossing Powell  
Street! To get to The Great Beyond,  
you stand here for one more minute,  
until a Cable Car clobbers you!!







LARD!! It's really you! You're alive! How did it happen???

No! Don't tell me! It's not important! The only thing that matters is: We have each other and we can be together again!

Oh, NOW I understand! YOU'RE not dead! I'M DEAD!!

It's a long story!

Phoolish, I've got to tell you what happened! You see, I only pretended that I was dead! They buried a dummy instead!

No... ANOTHER dummy!!



Oh, I see! In other words... you've been alive all this time!

... And you've been wandering around the country... right?

... and you've been desperately searching for me because you miss me, and you need me, and you want me, and you love me... right?

**WRONG!**

Oh, dear! And I was doing so WELL up to then!

Right...!

Right...!



Why did you do it, Lard? Give me one good reason!

Because life with you was unbearable! Because you have the brain of a demented duck! Because I didn't have the guts to shoot you! And because the Law won't allow you to divorce a crazy woman...!

That's NOT FAIR!! I only asked for ONE good reason!



Stop! Please! Anybody!! Please! Won't somebody give me a ride, and take me away from this cuckoo bird FOREVER!?!?

Lard!! Come back!!



Oh, thank you for stopping! Thank you! Thank you!

Lard, don't get in there! That man is going to kill your Mother and your Father... and he'll kill you, too! We'll never see each other again!

No kidding!?! This is my lucky day after all!!



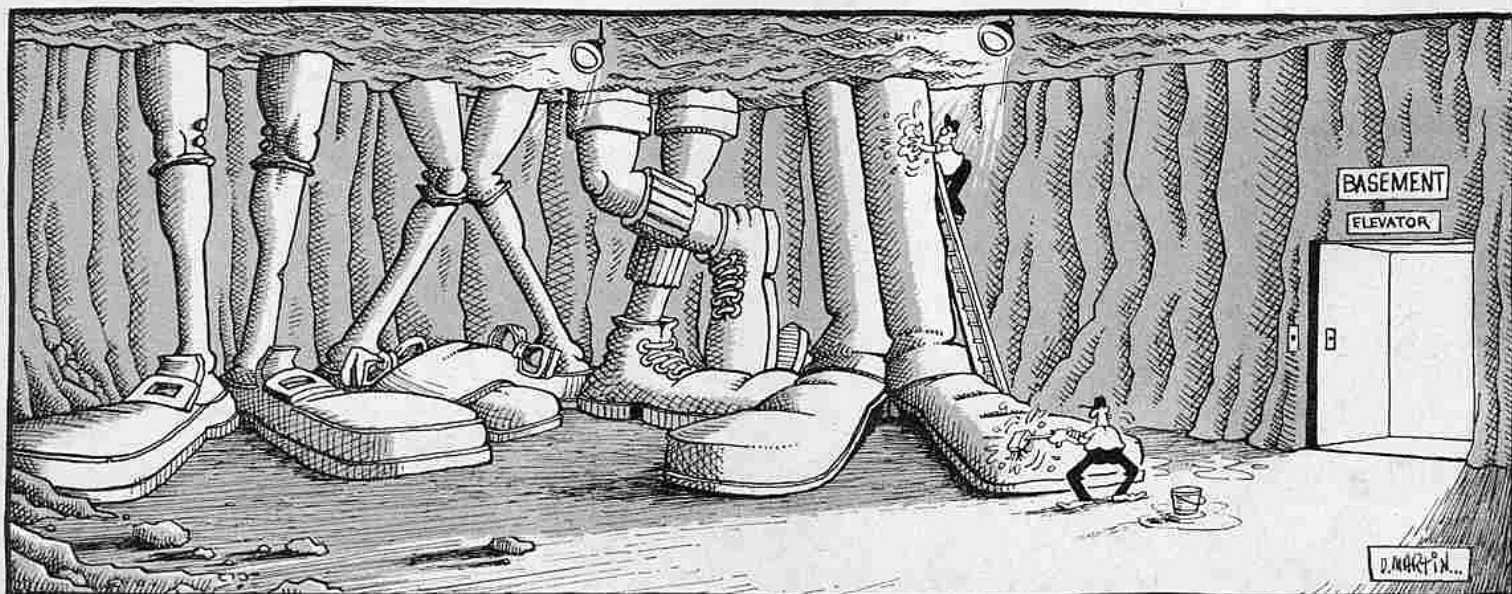
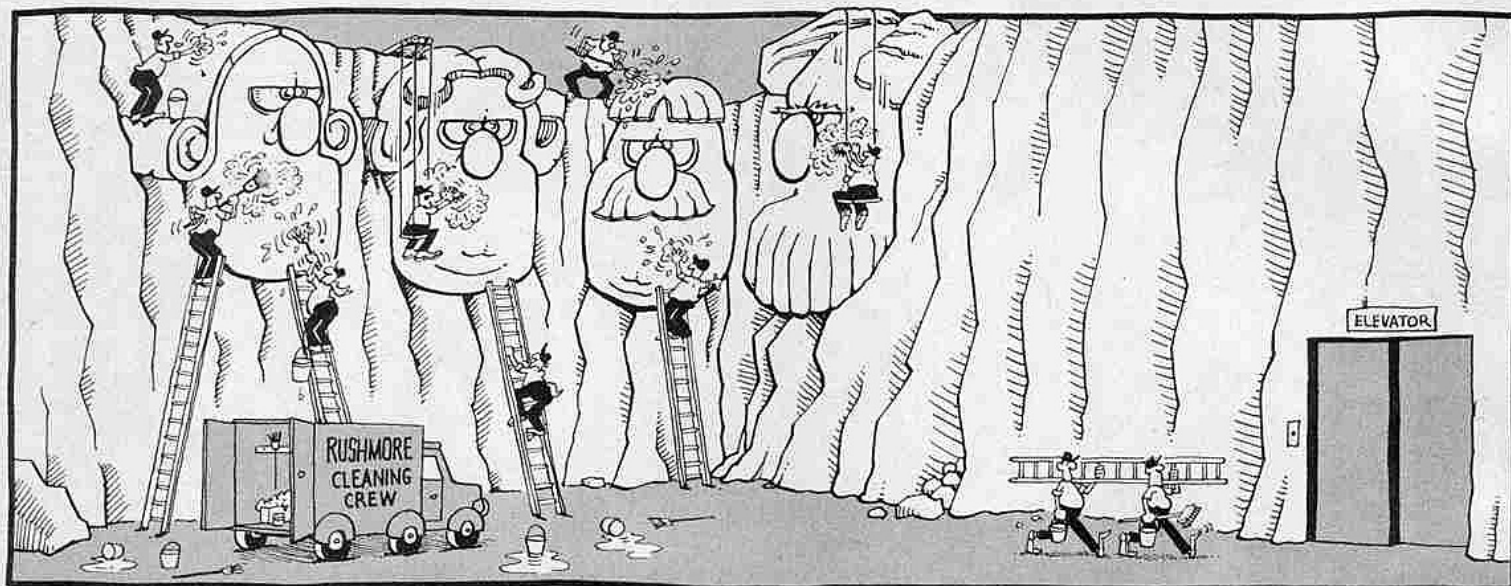
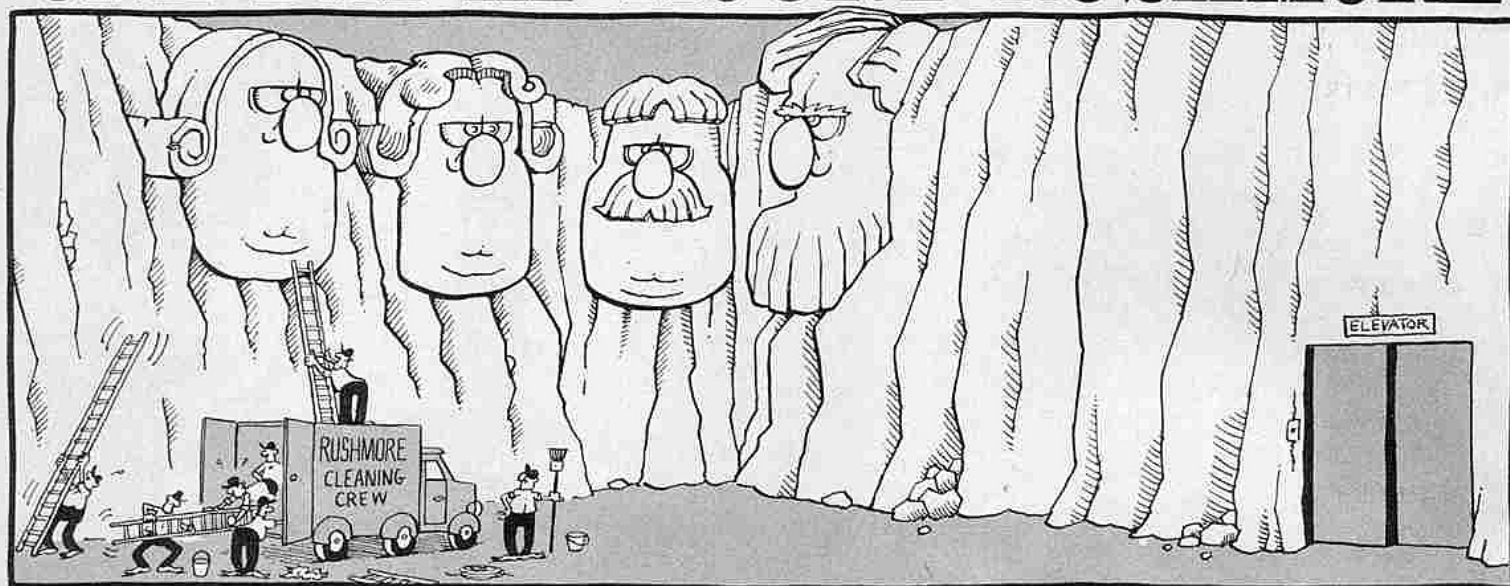
Oh, dear! I guess that does it for today! Let's see what the final score is! I failed as a Daughter-In-Law! I failed as a Mother! I failed as an Employee! And I failed as a Wife!

Oh, well! None out of four isn't bad!

Bad?!? For YOU... that's GREAT!



# ONE DAY AT MOUNT RUSHMORE









**WHAT  
IMPORTANT  
EXECUTIVE  
POSITION  
SHOULD YOU  
TRAIN FOR?**



**FOLD PAGE OVER LIKE THIS!**

**A ▶ ◀ B FOLD BACK SO "A" MEETS "B"**



**ARTIST & WRITER:  
AL JAFFEE**

**CORPORATE  
BRIBE  
OFFICER  
A ▶ ◀ B**



# LET US ~~X~~ SPRAY

